

GoogleTreks™ Rubric

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Attribute	Novice	Emerging	Developing	Exemplary
Accuracy and Relevancy of Content	Content not relevant or inaccurate	Content relevant but not complete	Content relevant and complete	Content relevant complete, and shows no bias
Content Linked to Standards	No linkage to standards	Linkage to content standards in one area	Linkage to content standards across the curriculum	Linkage to all content and technology standards
Clarity of Purpose	No purpose stated	Purpose stated, but not clear	Purpose stated clearly	Purpose and relation to curriculum stated clearly
Level of Engagement	No engagement of digital-age learners	Little engagement of digital-age learners	Engagement of digital-age learners	Extensive engagement of digital-age learners
Use of Web 2.0 Tools	Uses only Google Maps	Uses Google Maps and one other Web 2.0 tool	Uses Google Maps and two other Web 2.0 tools	Uses Google Maps and many other Web 2.0 tools
Use of Graphics and Multimedia	No graphics, sound, or movies included	A few graphics, sound, or movies included	Some graphics, sound, or movies included	Extensive graphics, sound, or movies included
Sequencing of Information	Sequencing unclear	Sequencing is generally clear	Sequencing is clear	Sequencing is clear & scaffolds learner's progress
Copyright Citation	No citations are provided	Some citations are provided	Most citations are provided	All citations are provided
Mechanics	Many spelling and punctuation errors present	A few spelling and punctuation errors present	No spelling and punctuation errors present	No spelling and punctuation errors present
Font and Readability	Font too large, too small, or difficult to read	Font too large, too small	Font appropriate for audience	Font appropriate for audience and easy to read
Structure and Organization	Little organization evident	Some organization evident	Well structured and organized	Well structured and organized for given audience
Artistry or Presentation	No consideration for design or artistry	Some consideration for design or artistry	Consistent and pleasing design	Consistent, pleasing design with unique features
Overall Effectiveness	Not effective as an instructional tool	Somewhat effective as an instructional tool	Effective as an instructional tool	Highly effective as an instructional tool