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| --- | --- | --- | --- | --- | --- |
| **Category** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** |
| **Creates and conveys ideas to inform** | Poor use of information to inform in all categories | Limited use of information to inform in all categories | Some use of information to inform in all categories | Considerable use of information to inform in all categories | Insightful use of information to inform in all categories |
| **Uses text to link visuals** | Poor or no use of text to link visuals to elements/ categories | Limited no use of text to link visuals to elements/ categories | Some use of text to link visuals to elements/ categories | Effective use of text to link visuals to elements/ categories | Thorough integration of text to link visuals to elements/ categories |
| **Demonstrates Critical Thinking** | Poor development of ideas and use of analytical language | Limited development of ideas and use of analytical language | Some development of ideas and use of analytical language | Effective development of ideas and use of analytical language | Powerful development of ideas and use of analytical language |
| **Aesthetics** | Product shows no evidence of aesthetic elements, creativity or originality | Product shows limited evidence of aesthetic elements, creativity or originality | Product shows some evidence of aesthetic elements, creativity or originality | Product shows considerable evidence of aesthetic elements, creativity or originality | Product shows thorough evidence of aesthetic elements, high degree of creativity or originality |

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