

## Rubric for Project Evaluation - Scratch Coding + Advertising Analysis

<b>Criteria</b>	<b>Basic</b>	<b>Proficient</b>	<b>Advanced</b>
Identification of Techniques	Identifies 1-2 techniques with limited explanation	Identifies 3 techniques with clear explanation  Adds a comment describing the advertisement	Identifies 3+ techniques with in-depth analysis
Coding Elements	Limited use of Scratch features (e.g., only one sprite)	Uses multiple Scratch features (sprites, backgrounds, sound)	Creative coding elements like interactive components
Visual and Text Clarity	Project lacks clear visual cues or text descriptions	Project includes clear visuals and text for each technique	Project uses advanced visuals, animations, or dynamic features
Presentation & Reflection	Minimal explanation of project intent	Clear explanation and reflection on project strengths and challenges	Thoughtful explanation with detailed reflection and peer feedback included