Outcome (Indicator)	4 – Mastery	3 – Proficient	2 – Approaching	1 – Beginning
Context CC8.1 Create various visual representations that explore identity, social responsibility and efficacy	Creates with <b>originality</b> , <b>sophistication</b> and variety, visual representations that explore identity, social responsibility, and efficacy that include:  • <b>Insightful</b> message content or idea (meaning) that creates a <b>strong</b> impact.  • <b>Sophisticated</b> organization and coherence (form)  • <b>Complex</b> use of language conventions (style and language choices)	Creates with clarity, correctness and variety, visual representations that explore identity, social responsibility, and efficacy that include:  • Well-developed message content or ideas(meaning) that create an impact  • Competent organization and coherence (form)  • Competent use of language conventions (style and language choices)	Creates basic visual representations that explore identity, social responsibility, and efficacy that include:  • Basic message content or ideas(meaning)  • Adequate organization and coherence (form)  • Inconsistent use of language conventions (style and language choices)	Creates limited visual representations that explore identity, social responsibility, and efficacy that include:  • Limited message content or ideas (meaning)  • Limited organization and coherence (form)  • Limited use of language conventions (style and language choices)
Message CC8.5 Create and present a variety of visual and multimedia presentations including an illustrated report, a role play that ends in a tableau, a dramatization, presentation software, a newscast with adequate detail, clarity, and organization to explain, to persuade, and to entertain.	Creates and presents engaging and insightful visual and multimedia representations.  • Purposefully chooses media and/or technology to fully explore ideas and enhance communication  • Presents sophisticated and complex representations  • Imaginatively uses more than one type of media (familiar and unfamiliar forms) in a presentation	Creates effective and coherent visual and multimedia representations.  Chooses appropriate media and/or technology to fully explore ideas and enhance communication Presents clear and engaging representations Appropriately uses more than one type of media (familiar and unfamiliar forms) in a presentation	Creates, adequate and generally coherent visual and multimedia representations.  • With teacher support, chooses appropriate media and/or technology  • Presents basic or inconsistent representations  • With teacher support, uses more than one type of media (familiar and unfamiliar forms) in a presentation	Creates ineffective and/or confusing visual and multimedia representations.  Chooses inappropriate media and/or technology  Presents vague and ineffective representations  Ineffective use of media (familiar and unfamiliar forms) in a presentation
Use of Strategies CC8.3 Select and use the appropriate strategies to communicate meaning with clarity, correctness and variety • before • during • after representing activities	BEFORE  Insightful use of prior knowledge & experience  Thoughtful consideration of purpose & audience  Skillfully considers, collects, and generates information to be included in representation consistently focusing on topic  Thoughtfully organizes ideas in an appropriate manner  Plan demonstrates creativity	BEFORE  Clear use of prior knowledge & experience  Considers purpose & audience  Considers, collects and generates information to be included in representation focusing on topic  Organizes ideas in an appropriate manner  Plan is well developed	BEFORE  Predictive use of prior knowledge & experience evident  Inconsistently considers purpose & audience  Inconsistently considers, collects and generates information generally focusing on topic  Inconsistently organizes ideas  Plan is rudimentary; lacking refinement	BEFORE  Unfocused use of prior knowledge & experience Difficulty considering purpose & audience Difficulty considering, collects and generates information and may not consistently focus on topic Organizes ideas when supported by an adult There is little evidence of planning
	<ul> <li>DURING</li> <li>Draft or possible product includes thoughtful attention to thorough detail, examples, &amp; explanations</li> <li>Transitions support and strengthen the flow of ideas</li> <li>Purposefully use conferring to improve visual representation</li> <li>Accurate acknowledgement of sources</li> <li>Creatively and strategically experiments with communication features and techniques</li> </ul>	<ul> <li>DURING</li> <li>Draft or possible product includes sufficient supporting detail</li> <li>Transitions support the flow of ideas</li> <li>Confer with others to improve visual representation</li> <li>Competent acknowledgement of sources</li> <li>Effectively experiments with communication features and techniques</li> </ul>	<ul> <li>DURING</li> <li>Draft or possible product includes some attention to detail</li> <li>Transitions usually support the flow of ideas</li> <li>Uses teacher support to confer with others to improve visual representation</li> <li>Inaccurate acknowledgement of sources</li> <li>Inconsistently experiments with communication features and techniques</li> </ul>	<ul> <li>DURING</li> <li>Draft or possible product includes little supporting detail</li> <li>Transitions interrupt the flow of ideas or are not evident</li> <li>Conferring with others does not improve visual representation</li> <li>No acknowledgement of sources</li> <li>Little or no experiments with communication features and techniques</li> </ul>

	AFTER			
	<ul> <li>AFTER</li> <li>Purposefully self-monitors, identifying strengths and needed changes</li> <li>Independently edits</li> <li>Revisions demonstrate meaningful changes in response to feedback</li> <li>Explicit, deliberate, and insightful revisions for content, meaning, organization, and appearance.</li> </ul>	<ul> <li>AFTER</li> <li>Self-monitors, identifying strengths and needed changes</li> <li>Edits</li> <li>Revisions appropriately respond to feedback</li> <li>Revisions for content, meaning, organization, and appearance.</li> </ul>	<ul> <li>AFTER</li> <li>Identifies strengths and needed changes using a pre-determined framework</li> <li>Edits using a checklist.</li> <li>Revisions shows some evidence of responding to feedback</li> <li>Predictable revisions include for content, meaning, organization, and appearance.</li> </ul>	<ul> <li>AFTER</li> <li>Identifies strengths and needed changes with adult support</li> <li>May edit using a checklist with adult support</li> <li>Revisions shows little evidence of responding to feedback         Little or no revisions for content, meaning, organization, and appearance.     </li> </ul>
Cues & Conventions	PRAGMATIC	PRAGMATIC	PRAGMATIC	PRAGMATIC
CC8.4 Use cues to construct and communicate meaning with clarity, correctness, and variety  • pragmatic  • textual  • syntactical  • semantic/lexical/morphological  • graphophonic  • other cues	<ul> <li>Insightful use of language for audience and purpose</li> <li>Skillfully uses language that demonstrates appropriate language register</li> <li>Tone and voice are imaginative and engaging</li> <li>Function and purpose of the text (ie. informing, persuading, narrating and describing) is skillfully recognized and explained</li> <li>Uses, in a sophisticated manner, standard Canadian English that follows accepted rules of usage</li> </ul>	<ul> <li>Language is appropriate for audience and purpose</li> <li>Uses language that demonstrates appropriate language register</li> <li>Tone and voice are appropriate</li> <li>Function and purpose of the text (ie. informing, persuading, narrating and describing) is recognized and explained</li> <li>Uses standard Canadian English that follows accepted rules of usage</li> </ul>	<ul> <li>Language is inconsistent for audience and purpose</li> <li>Inconsistently uses language that demonstrates appropriate language register</li> <li>Tone and voice are sometimes appropriate</li> <li>Function and purpose of the text (ie. informing, persuading, narrating and describing) is not easily recognized and/or explained</li> <li>Inconsistently uses standard Canadian English that follows accepted rules of usage</li> </ul>	<ul> <li>Language is inappropriate for audience and purpose</li> <li>Language does not demonstrate appropriate language register</li> <li>Tone and voice are are inappropriate</li> <li>The function and purpose of the text are not evident (ie. informing, persuading, narrating and describing)</li> <li>Inappropriately uses standard Canadian English that follows accepted rules of usage</li> </ul>
	<ul> <li>TEXTUAL</li> <li>Use of artistic devices is purposeful and used with insight.</li> <li>Purposefully uses and applies common organizational patterns</li> <li>Strong coherence</li> <li>Understands and effectively uses a sophisticated range of visual representations to portray key ideas</li> </ul>	<ul> <li>TEXTUAL</li> <li>Use of artistic devices is established</li> <li>Uses and applies common organizational patterns</li> <li>Coherence</li> <li>Understands and uses a range of visual representations to portray key ideas</li> </ul>	<ul> <li>TEXTUAL</li> <li>Use of artistic devices is varied and/or inconsistent</li> <li>Inconsistently uses and applies common organizational patterns:</li> <li>Limited coherence</li> <li>Uses limited visual representations to portray key ideas</li> </ul>	<ul> <li>TEXTUAL</li> <li>Use of artistic devices is not evident or is confusing</li> <li>Partially or ineffectively uses and applies common organizational patterns</li> <li>Lacks coherence</li> <li>Uses basic visual representations to portray some key ideas</li> </ul>
	<ul> <li>SYNTACTICAL</li> <li>Skillfully varies sentences and phrases for special effect</li> <li>Demonstrates a large vocabulary</li> <li>SEMANTICAL/LEXICAL/MORPHOLOGICAL/GRAPHOPHONIC / OTHER</li> <li>Captures a particular aspect of intended meaning in a sophisticated and strategic way</li> <li>Consistently uses words correctly and appropriately</li> <li>Spelling is consistently correct</li> <li>Strategically uses sounds, visuals and multimedia aids to enhance presentation.</li> <li>Effectively combines print and visual</li> <li>Effectively arranges and balances words and visuals as well as fonts in order to send a coherent and clear message</li> </ul>	SYNTACTICAL  Contains a variety of sentences and phrases  Varies vocabulary  SEMANTICAL/LEXICAL/MORPHOLOGICAL/ GRAPHOPHONIC/ OTHER  Uses words appropriately to capture a particular aspect of intended meaning  Uses precise words clearly and correctly  Spelling is usually correct  Appropriately uses sounds, visuals and multimedia aids to enhance presentation  Appropriately combines print and visual  Appropriately arranges and balances words and visuals as well as fonts in order to send a coherent and clear message	SYNTACTICAL Contains a basic variety of sentences and phrases Demonstrates a basic vocabulary  SEMANTICAL/LEXICAL/MORPHOLOGICAL/ GRAPHOPHONIC/ OTHER Inconsistent use of words to capture a particular aspect of intended meaning Sometimes uses precise words Spelling is rarely correct Basic use of sounds, visuals and multimedia aids to enhance presentation Sometimes combines print and visual Sometimes arranges and balances words and visuals as well as fonts in order to send a coherent and clear message	SYNTACTICAL  Repetitive sentences and phrases  Vocabulary is limited  SEMANTICAL/LEXICAL/MORPHOLOGICAL/ GRAPHOPHONIC/ OTHER  Does not use words appropriately or for their intended meaning  Uses vague words  Spelling is often incorrect  Inappropriate use of sounds, visuals and multimedia aids.  Rarely combines print and visual  Partially or rarely arranges and balances words and visuals as well as fonts in order to send a coherent and clear message