**Creating a Brand Personality Rubric**

**Objective B: Organizing**

*Can I organize my ideas using appropriate conventions for different forms/purposes?*

How well can I use organizational structures that serve the context and intention? (Organizational structure is the website or other form of presentation; does it include all the required components)

**STRAND II:** How well can I **organize** **my ideas** in a **sustained**, **coherent** and **logical**

manner? Do all the details relate to the brand’s personality?

**Limited 1-2; Adequate 3-4; Considerable 5-6; Excellent 7-8**

**Objective C: Producing Text**

***Can I utilise the creative process to produce written texts to explore new perspectives based on my understanding of the purpose of short stories?***

**STRAND 1:** How well can I **produce texts** that demonstrate **insight, imagination** and **sensitivity** whileexploring and **reflecting critically** on **new perspectives and ideas.**

How original are my ideas; how creative are my marketing strategies?

**STRAND III:** How well can I **select relevant details to develop my ideas?** Are the words and images used well-chosen; do they enhance the emotion associated with the brand personality

**Limited: 1-2; Adequate: 3-4; Considerable: 5-6; Excellent: 7-8**

Brand personality paragraph criteria: Using Language

* uses a **limited** range of appropriate vocabulary and forms of expression
* uses grammar, syntax and punctuation with limited accuracy; errors **often hinder** communication

1 - 2

* uses an **adequate** range of appropriate vocabulary, sentence structures and forms of expression
* uses grammar, syntax and punctuation with **some degree** of accuracy; errors **sometimes hinder** communication

3 - 4

* uses a **varied range** of appropriate vocabulary, sentence structures and forms of expression **competently**
* uses grammar, syntax and punctuation with a **considerable degree** of accuracy; errors **do not hinder** effective communication

5 - 6

* **effectively** uses a range of appropriate vocabulary, sentence structures and forms of expression
* uses grammar, syntax and punctuation with a **high degree** of accuracy; errors are minor and communication is **effective**

7 – 8