

# Biodiversity Campaign film rubric

Rubric	Extending	Proficient	Developing	Beginning
<b>Objective</b>	The film clearly demonstrates one key idea (the ONE thing) and identifies more than one SDG with a message to achieve change related to biodiversity.	The film demonstrates a key idea related to biodiversity and identifies a SDG.	The film demonstrates a key idea.	The film does not demonstrate a clear idea.
<b>Design &amp; Evidence</b>	The quality and evidence to your claim (research) in the film are very well organized and understandable.	The quality and evidence to your claim (research) in the film are adequately organized and somewhat clear.	Some quality, evidence to your claim (research), lacks organization.	The quality and evidence to your claim (research) are not organized and lack clarity.
<b>Participation</b>	All group members demonstrated an active role in the filmmaking process.	The majority of the group members demonstrated an active role in the filmmaking process.	Some of the group members demonstrated an active role in the filmmaking process.	Only one group member demonstrated an active role in the filmmaking process.
<b>Final Product</b>	The final product looks professional, demonstrates a clear tone, and engages the audience effectively.	The final product looks decent, demonstrates a tone, and mostly engages the audience.	The final product required more revisions, demonstrates an attempt to engage the audience, and lacks a clear tone.	The final product looks unrefined and a message was not demonstrated.

How did you contribute to your group's biodiversity campaign film?

Is there anything you would like me to know about how your group worked together?