

## RUBRIC: The Sustainability Project

	<b>Innovative Solution (6 marks)</b>	<b>Argumentation (8 marks)</b>	<b>Evidence (8 marks)</b>	<b>Communication (8 marks)</b>
<b>Excellent E</b>	Product/project is clearly defined and responsive to archetypal customer's defined need; solution is fundamentally distinctive from existing approaches and demonstrates proven ability to impact the problem in a new way (ie it could be viably implemented and sustained in the real world); idea generates enthusiasm from potential clients, investors, and other stakeholders. <b>6</b>	The position established is convincingly supported by judiciously chosen and developed argument(s). The argumentation is consistent and compelling, demonstrating an insightful understanding of the assignment. The relationship between the position taken, argumentation, and the ideological perspective presented in the source is perceptively developed. <b>8</b>	Evidence is sophisticated and deliberately chosen. The relative absence of error is impressive. A thorough and comprehensive discussion of evidence reveals an insightful understanding of social studies knowledge and its application to the assignment. <b>8</b>	The writing is fluent, skillfully structured, and judiciously organized. Control of syntax, mechanics, and grammar is sophisticated. Vocabulary is precise and deliberately chosen. The relative absence of error is impressive. <b>8</b>
<b>Proficient Pf</b>	Product/project is clearly defined and responsive to archetypal customer's defined need; solution is an improvement upon existing approaches and demonstrates potential to have real impact on the problem. There may be still be some details to work out in terms of developing a prototype or market test for the solution, but overall potential customers/ clients respond favorably to the idea. <b>4.5</b>	The position established is persuasively supported by purposely chosen and developed argument(s). The argumentation is logical and capably developed, demonstrating a sound understanding of the assignment. The relationship between the position taken, argumentation, and the ideological perspective presented in the source is clearly developed. <b>6</b>	Evidence is specific and purposeful. Evidence may contain some minor errors. A capable and adept discussion of evidence reveals a solid understanding of social studies knowledge and its application to the assignment. <b>6</b>	The writing is clear and purposefully organized. Control of syntax, mechanics, and grammar is capable. Vocabulary is appropriate and specific. Minor errors in language do not impede communication. <b>6</b>
<b>Satisfactory S</b>	Product/project is an interesting idea, but not fundamentally distinctive from existing approaches; if the idea is distinctive, there may be some significant gaps related to realistic implementation of the idea, such as an untenable risk for expected return on investment, or significant questions about the viability and sustainability of the product or project design and operations. Customers or potential investors are not yet ready to engage with the idea enthusiastically. <b>3</b>	The position established is generally supported by appropriately chosen and developed argument(s). The argumentation is straightforward and conventional, demonstrating an adequate understanding of the assignment. The relationship between the position taken, argumentation, and the ideological perspective presented in the source is generally developed. <b>4</b>	Evidence is conventional and straightforward. The evidence may contain minor errors and a mixture of relevant and extraneous information. A generalized and basic discussion reveals an acceptable understanding of social studies knowledge and its application to the assignment. <b>4</b>	The writing is straightforward and functionally organized. Control of syntax, mechanics, and grammar is adequate. Vocabulary is conventional and generalized. There may be occasional lapses in control and minor errors; however, the communication remains generally clear. <b>4</b>
<b>Limited L</b>	The proposed solution is not new or different from a solution already available; the proposed solution does not respond directly to the client or customer need or is out of sync with the customer profile; the proposed solution seems farfetched and unlikely to realistically be implemented to address the problem. <b>1.5</b>	The position established is confusing and largely unrelated to the argument(s). The argumentation is repetitive, contradictory, simplistic, and based on uninformed belief. The relationship between the position taken, argumentation, and the ideological perspective presented in the source is superficially developed. <b>2</b>	Evidence is potentially relevant but is unfocused and incompletely developed. The evidence contains inaccuracies and extraneous detail. The discussion reveals a superficial and confused understanding of social studies knowledge and its application to the assignment. <b>2</b>	The writing is awkward and lacks organization. Control of syntax, mechanics, and grammar is inconsistent. Vocabulary is imprecise, simplistic, and inappropriate. Errors obscure the clarity of communication. <b>2</b>