

<u>Thinking/Inquiry</u>	Excellent (Level 4)	Good (Level 3)	Fair (Level 2)	Poor (Level 1)
Introduction (3 Marks)	Very well developed introduction. It introduces the task and creates interest. Introduces the strategies of both teams as well as your own strategy	Introduction creates interest and fairly well developed. Introduces the task and one team's strategy as well as your strategy	Introduction creates some interest. Introduces the task but fails to introduce teams strategies	Introduction does not introduce the subject or may not be in complete sentences. Does not introduce the task nor the team strategies
<u>Knowledge/Application</u>				
BODY (6 Marks)	Details in the infographic are clear and specific, and there are enough details to support your strategy. You have a minimum of 2 strategies	Infographic include 2 strategies with some details to support your strategy.	Included only 1 strategy with enough details to support it and/or included 2 strategies but only enough details to support one.	Details are either wrong or lacking. No vivid sense language is used. No strategy was developed and details did not support it.
Conclusion (2 Marks)	Infographic contains an engaging and interesting point about the comparison or contrast of the subjects.	Infographic unifies the subjects and the point used for comparison or contrast, but it is not very engaging or interesting.	Infographic makes a point about the subjects for comparison or contrast, but it does not unify or "wrap-up" the infographic effectively.	Infographic does not contain an engaging and interesting point about the comparison or contrast of the subjects.
<u>Communication</u>				
Overall Organization (2 Marks)	The details are in a clear effective order and sticks to one pattern: subject-by-subject or point-by point. All subjects are covered vividly and given about the same amount of space.	The details are in a clear order and the sticks to one pattern. Both subjects are given roughly the same space.	The details are in a discernible order, but do not stick to one pattern in the infographic, or the details do not adequately support the controlling point.	No discernible organization. Details are either missing or not in any discernible order.
Grammar & Spelling (2 Marks)	No errors in punctuation, spelling, grammar, or capitalization.	A few minor errors in punctuation, spelling, grammar, or capitalization, but they do not detract from the overall infographic	A few errors in punctuation, grammar, spelling, and capitalization	Distracting and major errors in grammar, punctuation, spelling, and capitalization.
Financial Statements (5 Marks)	Financial statements are used to compare & support strategy and projections are realistic with supported evidence	Financial statements are used to compare, support, and projections are somewhat realistic with a little evidence	Financial statements are used but do not make a strong connection to support strategy with little to no evidence	Financial statements do not compare or support projections with no evidence to support your strategy