



<http://www.lpb.org/opom>

	Beginning 1	Developing 2	Accomplished 3	Exemplary 4	Score
RESEARCH	Did not utilize resources effectively; did little or no fact gathering	Used the material provided in an acceptable manner but did not consult any additional source	Did a good job of researching; utilized materials fully, at times took initiative to find additional info	Went well above and beyond to research information; solicited material in addition to what was provided	
CONTENT ACCURACY	Completely inaccurate; misleading facts on postcard	Somewhat accurate; more than a few inconsistencies or errors in information	Mostly accurate; a few inconsistencies or errors in information	Completely accurate; all facts precise and explicit	
GRAPHIC ELEMENTS	Graphic elements were inappropriate or missing	Only 1 or 2 graphic elements were on postcard; some inappropriate	Included required graphic elements; most were appropriate	All graphic elements required were included and appropriate	
OVERALL VISUAL APPEAL	No variation in style, color, font, or layout	Some variation in color, style, size, font, or layout evident	Differences in type, size, color, and layout enhance visual appeal	Very attractive; layout of postcard visually striking in appearance	
MECHANICS	Many spelling, grammar, or punctuation errors	Several spelling, grammar, and/or punctuation errors	Only 1 - 2 spelling, grammar, and/or punctuation errors	Flawless	