

Copy/Journalism Rubric

Criteria	Level 4	Level 3	Level 2	Level 1
I. 5 C's of Copy	<ul style="list-style-type: none"> -Clear: Reader understands exactly what the writer is saying. -Complete: All elements of the story are recorded. Students can identify with the story. -Correct: All facts must be correct! -Concise: Story gets to the point and makes every word count. -Colourful: Story is exciting, capturing emotions of the people or the moment. -All copy checked by copy editor 	<ul style="list-style-type: none"> -Clear: Reader understands what the writer is saying. -Complete: Most elements of the story are recorded. Students can identify with the basic story. -Correct: All facts must be correct! -Concise: Gets to the point and makes every word count. -Colourful: Story is exciting and well written. -All copy checked by copy editor 	<ul style="list-style-type: none"> -Clear: Reader understands what the writer is saying. -Complete: Elements of the story are recorded. -Correct: All facts must be correct! -Concise: Story is usable with editing and cropping. -Colourful: Story is exciting and well written. -All copy checked by copy editor 	<ul style="list-style-type: none"> -Unclear: -Incomplete: Elements of story are not recorded. Incorrect: All facts must be correct! -Not Concise: Story drags, too much filler. -Not Colourful: Story is not exciting. -All copy checked by copy editor
II. 5 W's	<ul style="list-style-type: none"> -Who: Main subject identified -What: Story is clear from writing -Where: Covers what is not obvious -When: Time, date, place -Why: Background, explanation. 	<ul style="list-style-type: none"> -3 elements covered 	<ul style="list-style-type: none"> -2 elements covered 	<ul style="list-style-type: none"> -Too much missing from story causing confusion.
III. Captions	<ul style="list-style-type: none"> -Captions Complete: Answers 5Ws -Identify: All people in the picture are identified with first and last name (SPELLED CORRECTLY- double check with master list). -Placement: Captions placed skilfully on page. -Quotes: Get people in the yearbook Captions follow GOLDEN RULE! 	<ul style="list-style-type: none"> -Captions Complete: Answers some of the 5Ws -Identify: Some people in the picture are identified with first and last name (SPELL CORRECTLY- double check with master list). -Placement: Captions are placed skilfully on the page. -Quotes: Some captions have quotes Captions follow GOLDEN RULE! 	<ul style="list-style-type: none"> -Identify: Some people in the picture are identified with first and last name (SPELLED CORRECTLY- double check with master list). -Placement: Captions are on the page, but are confusing or do not connect to a picture. -Quotes: Captions do not use quotes. Captions follow GOLDEN RULE! 	<ul style="list-style-type: none"> -Caption states the obvious wasting space. -Caption puts words in people mouths or is erroneous. Could lead to a lawsuit. -Captions do not have quotes.
IV. Interviews	<ul style="list-style-type: none"> -Preparation: Research done before the interview, list of questions. -Photographer: Brainstormed with photographer to highlight content. -Appointment: On time. -People are busy, made it simple!! 	<ul style="list-style-type: none"> -Preparation: Research done before the interview, list of questions. -Photographer: Brainstormed to highlight content after pictures taken. -Appointment: On time. 	<ul style="list-style-type: none"> -Preparation: Research done before the interview, list of questions. -No link with photographer -Appointment: Not on time. 	<ul style="list-style-type: none"> -Asked a person to write a paragraph for you. -Complaints about interviewer.
V. Headlines	<ul style="list-style-type: none"> -Grabs the reader, one main headline per DPS. -Exciting primary headline, secondary headline used if necessary. 	<ul style="list-style-type: none"> -Grabs the reader. -Good primary headline, secondary headline used if necessary. 	<ul style="list-style-type: none"> -Primary headline, secondary headline used if necessary. 	<ul style="list-style-type: none"> -States the obvious, i.e. The Chess Club... avoid labels!!