

Unit 1 – Magazine Ad Experimental Design Project Rubric

CATEGORY	4	3	2	1
Advertisement Claim	Independently identified a claim which was interesting to the student and which could be investigated.	Identified, with teacher help, a claim which was interesting to the student and which could be investigated.	Identified, with teacher help, a question which could be investigated.	Identified a claim that could not be tested/investigated or one that did not merit investigation.
Hypothesis	Hypothesis is testable and is in the 'if, then' format.	Hypothesis is testable but not in the 'if, then' format.	Hypothesis is in the 'if, then' format but is not testable.	Hypothesis is not testable nor in the 'if, then' format.
Variables	Independent and dependent variables are correctly identified and all examples of test groups and measurements are reasonable.	Independent and dependent variables are correctly identified and examples of test groups and measurements are partially reasonable.	Independent and dependent variables are incorrectly identified and/or examples of test groups and measurements are not reasonable.	Independent and dependent variables are incorrectly identified and examples of test groups and measurements are not reasonable.
Constants	Four constants are correctly identified.	Three constants are correctly identified.	Two constants are correctly identified.	One or no constants are correctly identified.
Title	The title is a serious scientific title that includes both the independent and dependent variables.	The title is a non-serious scientific title that includes both the independent and dependent variables.	The title is a serious or non-serious title that includes only the independent or dependent variable.	The title is a serious or non-serious title that includes neither the independent nor dependent variable.
Procedure	Procedures were outlined in a step-by-step fashion that could be followed by anyone without additional explanations.	Procedures were outlined in a step-by-step fashion that could be followed with minor explanation.	Procedures were outlined in a step-by-step fashion, but had 2 or 3 gaps that require explanation.	Procedures that were outlined were seriously incomplete or not sequential.
Procedure- Test Groups	Three independent variable test groups were defined along with a control group.	Two independent variable test groups were defined along with a control group.	At least 2 independent variable test groups were defined but no control group was described.	Only 1 independent variable test group was defined and no control group was described.
Procedure- Constants	All legitimate constants were defined.	One legitimate constant was not defined.	Two legitimate constants were not defined.	Three or more legitimate constants were not defined.