

Journalism Design Rubric

	Insufficient	Basic	Proficient	Outstanding
Defined list of stories	Multiple elements missing.	At least 3 pieces are listed for each team member, but some elements may be missing.	At least 3 pieces are listed for each team member, and they are sorted into at least 3 content types*.	At least 3 pieces are listed for each team member, and they are sorted into at least 3 content types*. Additionally, each proposed piece includes a short (< 100 word) summary.
Defined storyboard sections	Storyboard is missing multiple elements.	Multiple page storyboard defines layout, but either some pieces or some content areas missing.	Multiple page storyboard defines layout with each piece placed.	Multiple page storyboard defines layout with each piece placed. Additionally, placement of accompanying pictures or other media identified.
Publishing platform	No platform identified.	Publishing platform is identified in general terms (i.e., 'website' but no indication where it will be hosted)	Publishing platform is identified.	Publishing platform is identified, URL is provided, and sharing is active.

*Content types: Interview | **Feature story** | **Local news** | **National News** | **International News** | **Entertainment** | **Editorial or letter to the editor**