

Digital Footprint Analysis Presentation Rubric

Criteria	Extending	Proficient	Developing	Emerging	Insufficient Evidence
Content Depth	Thoroughly addresses all 5 required sections with in-depth analysis and specific examples from chosen influencer/celebrity	Covers 4-5 sections with good detail and relevant examples	Addresses 3-4 sections with moderate depth	Covers 2-3 sections with minimal detail	Incomplete or superficial coverage of sections
Digital Footprint Understanding	Demonstrates excellent critical analysis of digital footprint concepts from lesson videos	Shows clear understanding of digital footprint principles	Basic understanding of digital footprint concepts	Limited comprehension of digital footprint ideas	Minimal or incorrect understanding of digital footprint
Presentation Format	Professionally designed presentation with clear, engaging visuals and well-organized content	Well-structured presentation with good visual elements	Adequate presentation with some organizational structure	Poorly organized presentation with minimal design	Lacks basic presentation structure
Critical Thinking & Advice	Provides highly insightful, specific, and constructive advice for digital footprint improvement	Offers meaningful advice with good reasoning	Provides basic advice with some relevance	Minimal or generic advice	No substantive advice given
Technical Execution	Perfectly embedded in EduBlog, follows all technical submission guidelines with no errors	Minor technical issues, mostly follows submission guidelines	Some technical challenges in submission	Significant technical submission problems	Failed to complete technical requirements
Grammar & Spelling	Writing is consistently clear, error-free, with sophisticated language and grammar. Clear signs of (evidence) of spellcheck and revision present.	Writing is clear with minimal spelling and grammatical errors. Evidence of spellcheck and revision. Errors don't distract from comprehension.	Some grammatical errors present but do not impede understanding. Careless errors demonstrate lack of editing and revision.	Numerous grammatical errors that affect readability. Minimal evidence of spellcheck and/or revision.	Extensive grammatical errors that significantly impact comprehension and/or readability. No evidence of spellcheck and/or revision.