**Canada’s Coolest School Trip 2018-2019**

**Photo Essay Judging Rubric**

Class Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ School: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Connection to Parks Canada: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Stewardship project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Category:** | **1 Point** | **2 Points** | **3 Points** | **4 Points** |
| **Communication and Execution**  | Photo essay has very little detail and clarity about the selected stewardship project and its link to Parks Canada. Research was clearly not done. Stewardship project was poorly executed.  | Photo essay lacks detail and clarity about the selected stewardship project and its link to Parks Canada. Some research is evident. Stewardship project was executed with some success. | Photo essay has a good amount of detail and clarity about the selected stewardship project and its link to Parks Canada. It is evident that research was completed. Stewardship project was successfully executed. | Photo essay is very clear with lots of detail about the selected stewardship project and its link to Parks Canada. It is evident that significant research was done. Stewardship project was executed with great success. |
| **Creativity**  | Photos and captions have no originality. They do not capture the readers’ attention. | Photos and captions have little originality and are unable to maintain readers’ attention throughout the essay. | Photos and captions have some originality and are moderately creative. Readers’ attention is kept throughout the essay. | Photos and captions are original, creative and unique. Readers are captivated by the essay. |
| **Production Quality** | Photo essay is not well organized. Images and captions are not clear or relevant. | Photo essay is minimally organized. Most images and captions are clear and relevant. | Photo essay is organized. Images and captions are clear and relevant. | Photo essay is well organized. All images and captions are very clear and relevant, working together to convey the essay’s message. |
| **Application and Significance** | Photo essay represents a stewardship project of little to no relevancy to the protection of the local environment or presentation of local culture or history and makes a weak connection to Parks Canada.  | Photo essay represents a stewardship project that is somewhat relevant to the protection of the local environment or presentation of local culture or history and makes a simple connection to Parks Canada.  | Photo essay represents a stewardship project that is relevant to the protection of the local environment or presentation of local culture or history and makes a clear connection to Parks Canada.  | Photo essay represents a stewardship project that is highly relevant to the protection of the local environment or presentation of local culture or history and makes a very clear connection to Parks Canada.  |
| **Community Engagement**  | Little to no effort was made to present the stewardship activity and photo essay to the local community. | Some effort was made to present the stewardship activity and photo essay to the local community. | Effort was clearly made to present the stewardship activity and photo essay to the local community. | A great effort was made to present the stewardship activity and photo essay to the local community. |