

Rubric to assess an Instagram reel. “Building businesses, changing lives”.

ASPECTS	4 EXCELLENT	3 GOOD	2 NEED IMPROVEMENT	1 LOW PERFORMANCE
CONTENT	The information included about the business is relevant and clear.	The information included about the business is, generally speaking, relevant and clear.	The information included about the business is not always relevant and sometimes not clear.	The information included about the business is not relevant and confusing.
KNOWLEDGE	The team shows excellent knowledge and a good understanding of the business they have worked on.	In general, the team shows a good knowledge and understanding of the business they have worked on.	There are some sections that the team has not properly understood the business they have been working on.	The understanding of the business has not been adequate.
DESIGN AND LAYOUT	The design of the video is attractive and original. All the elements included in the missions are included.	Generally speaking, the design of the video is attractive and original. Most of the elements included in the missions are included.	The design of the video is adequate. Some of the elements included in the missions are included.	The design of the video is not adequate. Only a few of the elements included in the missions are included.
USE OF DIGITAL TOOL	The student shows a high level of proficiency in using the digital tool effectively.	The student shows enough proficiency in using the digital tool.	The student does not show enough proficiency in using the digital tool	The student does not show any proficiency in using the digital tool.

