

<i>Category</i>	<i>Beginning</i>	<i>Emergent</i>	<i>Proficient</i>	<i>Advanced</i>
Comprehension	Little evidence of knowledge or understanding of book reviews.	Minimal knowledge of books review process.	No significant confusion about book review process.	Clear comprehension of book review. Included aspects of greater understanding.
Writing & Communication	Entries are poor and confusing to read. Grammar, spelling, and punctuation are poor.	Entries lack clear understanding of topic, has trouble making main point. There are grammar, spelling, and punctuation mistakes.	Entries are on-topic, relevant and structured. There are few grammatical errors.	Entries are well thought out, expressive writing. No grammar mistakes.
Commercial	Poor content on commercial. Little effort shown on final product.	Minimal effort put forth. Contains some content from book.	Content of commercial is significant and well thought out.	Great effort shown towards production and content of commercial.