

Element	Excellent (A Project)	Very Good (B Project)	Good to Fair (C and lower)
Depth of Sign Content	The sign offers an appropriately deep and scientifically accurate representation of important social-ecological issues on the river.	The sign offers a somewhat shallow but accurate representation of important social-ecological issues on the river.	The sign offers a shallow or inaccurate depiction of the science.
Sign Text	Proposed sign text is engaging and clear, and works to connect to the proposed audience.	Proposed text is lacking in engagement and clarity.	Proposed text is not engaging and is unclear.
Visual Layout	The visual elements demonstrate a thorough understanding and use of layout principles (e.g. color, graphics, fonts, citation style and titles) that appropriately enhance the content.	The visual elements demonstrate a partial understanding and use of layout principles (e.g. color, graphics, fonts, citation style and titles), and/or partially enhances the content.	The visual elements do not demonstrate an understanding or use of layout principles (e.g. color, graphics, fonts, citation style and titles) that detracts from the content.
Description of Proposed Sign and Documentation of Work	The sign is described in specific detail; thorough documentation is provided.	The sign is described with less detail; documentation is less detailed	Little detail is provided on the sign; documentation is poor or nonexistent.
Description of Student's Role in the Group Project (if applicable)	The student's role in the group project is described in detail, as well as offering an overview of the division of labor on the project and the performance of group members. A detailed description of why the student chose this topic is provided. It includes an explanation of what was gained or lost through this choice. A clear explanation of why this topic is appropriate to the issue, the exigence, the course, and the student is provided.	The description is adequate but lacks some specificity and/or depth.	The description is weak and not well thought out.
Justification of Sign Topic		The description of why this topic was chosen is adequate but lacks some specificity and/or depth. Ties to the course and the exigence are less than compelling.	The description is weak and not well thought out. Ties to the course and the exigence are unclear or incomplete.

Analysis of Level of Success with Proposed Sign including Potential Intended and Unintended Consequences	Clear and detailed description of how successful or unsuccessful the student's choices were and discussion of why or why not this proposed sign achieved the desired outcome. Detailed explanation of how the student anticipated and prepared for potential intended or unintended consequences.	Adequate description of the success of the student's choices; description of intended and unintended consequences is mostly clear.	The consequences of this proposed sign are described poorly or inadequately, with little evidence that the student understands why this sign project was successful (or not).
Demonstration of Understanding of Material from Course Texts	Clear evidence throughout the paper that the student understands concepts from class readings and discussions, including correct and appropriate citation of course texts.	Incorporation of ideas from course texts and class discussions is adequate, but is incomplete or demonstrates less than thorough understanding. Minor errors exist in the way texts are cited.	The paper either does not cite course texts or does so in an incomplete or inaccurate manner. Ideas from course texts and class discussions are not clearly articulated.
Quality of writing/editing	The paper is grammatically and syntactically flawless. The paper is imaginative, lively, and informative.	The paper contains minor writing and editing mistakes. It is well written, but fails to fully engage the reader.	The paper has major writing and editorial mistakes. It is difficult to read and/or comprehend.