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| Category | 4 | 3 | 2 | 1 |
| Basic elements (title, author, seven completed panels) | Comic strip contains all steps in a creative, organized form. | Comic strip contains all elements. | Comic strip is missing one basic element. | Comic strip is missing two or more basic elements. |
| Panels/layout | All seven panels are complete in a creative, organized format. | All seven panels are complete with an appropriate cause-and-effect relationship. | Five panels are complete with an appropriate cause-and-effect relationship. | Four or fewer panels are complete with an appropriate cause-and-effect relationship. |
| Illustration | Strip contains completed (colored) drawings in a creative, organized format. | Strip contains completed (colored) drawings. | Strip contains five or fewer completed (colored) drawings. | Strip contains four or fewer completed (colored) drawings. |
| Labeling each Step of the Selling Process | All Seven steps are included (correctly) | Only six steps are correctly included | There are no more than four errors. | There are five or more |

