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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  |

