

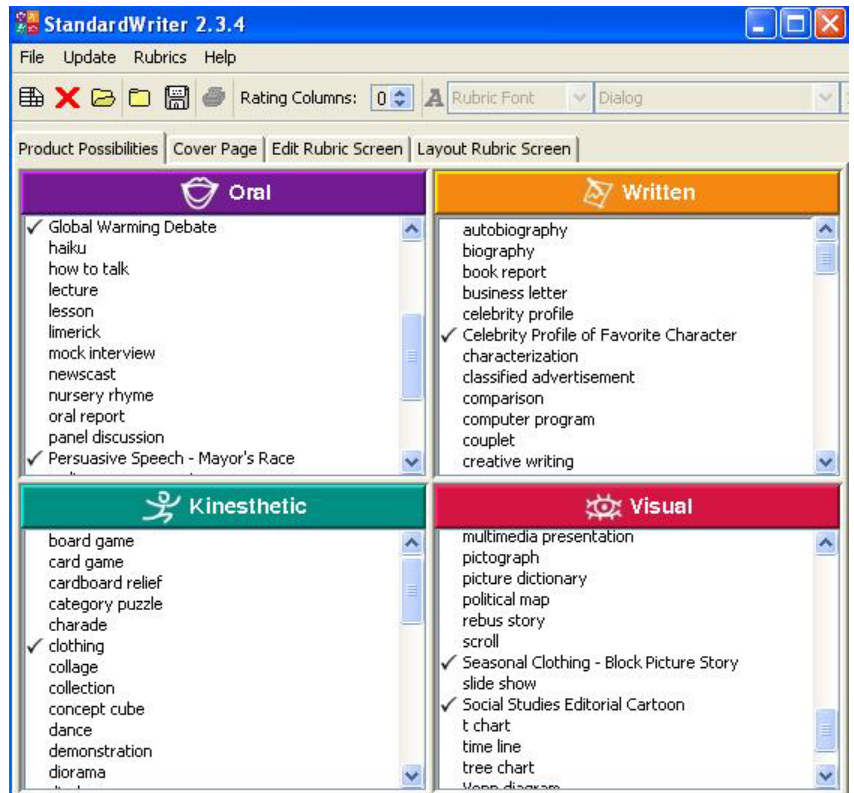
# StandardWriter® Software

## Develop effective rubrics

StandardWriter is a user-friendly tool that helps teachers to write effective rubrics quickly and easily. StandardWriter helps teachers to:

- choose varied and engaging student products
- define clear criteria for assessment
- incorporate state curriculum standards.

Writing rubrics is a necessary but time consuming task. StandardWriter directs the teacher through a step-by-step process to create consistent and effective rubrics for guiding and assessing student performance. It provides over one hundred authentic product ideas and performance standards that have been field tested by thousands of teachers, and it is totally customizable to meet the teacher's specific needs.



## Create custom rubrics and product guides

StandardWriter helps teachers to develop custom rubrics and product guides:

### Student Products:

StandardWriter provides authentic products to choose from. Products are divided into categories to reflect four leaning styles: kinesthetic, oral, visual, and written.

### Clear Assessment Criteria:

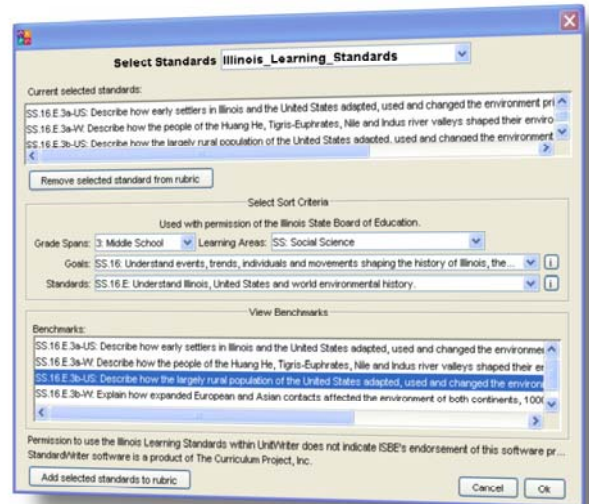
StandardWriter provides a bank of easy to use, crystal clear criteria to assist the teacher in writing rubrics for any product. The hundreds of built-in evaluation criteria can also be completely customized.

Mock Interview - Local Politician		Emerging	Adequate	Exemplary
Parts	Attributes			
body language	conveys enthusiasm and interest through gestures; self confident; uses natural, purposeful gestures; relaxed			
eye contact	directed regularly towards all sections of the audience; look at anyone whom you are addressing			
interviewing	styled after a real interview; questions are planned ahead of time; questions are open-ended; allow for "follow-up" questions; questions are stated clearly and use precise language; questions follow a logical order			
language usage	uses proper grammar; parts of speech used correctly; concise use of words and terms			
questions	will increase understanding of the topic; relate to the topic; stated clearly; ask for specific information; seek clarification and examples			
Illinois Learning Standards				
Parts	Attributes			
argument	focused; easy to understand; clear and concise; respectfully stated; substantiates an opinion by using evidence; supports positions through facts; uses deductive and/or inductive reasoning; acknowledges opposing viewpoints; includes accurate references to sources; uses gathered information appropriately; avoids personal attack			
audience involvement	engage immediately; used within first minute; engage through use of multiple modalities such as small group problem solving, stimulation, riddles, questions, speculation, humor, anecdotal information; tactfully indicates appropriate beginning and ending for audience participation sections			
beginning	uses foreshadowing; gives audience ideas about what might happen next; introduces major characters; introduces the conflict; introduces the problem the story will be about; introduces the supporting characters; establishes the setting of the story; shows when and where the story takes place; may be real or imaginary			
body	defines the main issues; explains the major conflicts or challenges; reviews selected arguments for and against the position; describes responses to a conflict or challenge; identifies incongruities in opposing arguments; provides case study information; uses examples to highlight major ideas; elaborates based on purpose; clarifies the opinions and views of the author; presents relevant and unbiased facts; uses transitions to connect the key			

## Incorporate state standards

StandardWriter provides teachers with an efficient tool to sort state standards based on subject area and grade level:

- StandardWriter allows teachers to point and click to place state standards directly into rubrics and product guides.
- State standards for Georgia, Illinois, Indiana, Kentucky, Michigan, North Carolina, Ohio, and Texas are already built into StandardWriter.
- StandardWriter increases the teacher's comfort and familiarity with using state standards on a daily basis, in student friendly activities.



## Share the benefits

Teachers and students alike will benefit from StandardWriter:

- Teachers select from a bank of authentic products, encouraging them to try new products in a variety of learning styles.
- Teachers develop very detailed performance rubrics, with crystal clear criteria in a format that can easily be communicated to students.
- Teachers ensure that assessment is consistent from student to student, subject to subject.
- Districts ensure that rubrics become increasingly complex across grade levels.
- Teachers at any level of computer literacy can use StandardWriter successfully, and the experience will deepen and broaden their technological confidence and ability.
- Students can focus on the task at hand rather than wondering what the performance criteria will be.
- Students can participate in selecting products and establishing performance standards, encouraging them to meet or exceed the standards that have been set.

Mock Interview - Local Politician				
Parts	Attributes	Emerging	Adequate	Exemplary
<b>body language</b>	<ul style="list-style-type: none"> <li>conveys enthusiasm and interest through gestures</li> <li>self confident</li> <li>uses natural, purposeful gestures</li> <li>relaxed</li> </ul>			
<b>eye contact</b>	<ul style="list-style-type: none"> <li>directed regularly towards all sections of the audience</li> <li>look at anyone whom you are addressing</li> </ul>			
<b>interviewing</b>	<ul style="list-style-type: none"> <li>styled after a real interview</li> <li>questions are planned ahead of time</li> <li>questions are open-ended</li> <li>allow for "follow-up" questions</li> <li>questions are stated clearly and use precise language</li> <li>questions follow a logical order</li> </ul>			
<b>language usage</b>	<ul style="list-style-type: none"> <li>uses proper grammar</li> <li>parts of speech used correctly</li> <li>concise use of words and terms</li> </ul>			
<b>questions</b>	<ul style="list-style-type: none"> <li>will increase understanding of the topic</li> <li>relate to the topic</li> <li>stated clearly</li> <li>ask for specific information</li> <li>seek clarification and examples</li> </ul>			
<small>113-35.9-12.4.7.A explain the effects of international trade on U.S. economic and political policies            113-35.9-12.4.7.B explain the government's role in setting international trade policies            113-35.9-12.4.5.A analyze and evaluate the consequences of a government policy that affects the physical characteristics of a place or region</small>				

## Purchase options

StandardWriter can be purchased by an individual, a team of teachers, a school, or a district. It can be deployed from an individual hard drive or from a network server. Internet sharing services are available that facilitate posting, sorting, printing and downloading of rubrics among teachers and schools.

## Pricing

# of users	E-distribution	CD version
1-9 users	\$49.95 each	\$60.00 each
10-34 users	\$42.50 each	\$50.00 each
35+ users	\$37.50 each	\$40.00 each

## System Requirements

**Windows 98, ME, 2000:** 128 MB of RAM.  
**Windows XP & Vista:** 256 MB of RAM.  
**Macintosh OSX 10.1.3** with Java 1.4 or greater: 256 MB of RAM.

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