

Evaluation Rubric:

You can assess this lesson informally, have students select a meme without any formal grading, or use the following rubric that we use to judge meme submissions to our contests:

	2	1	0
MEMBEAN WORD USED EFFECTIVELY	Word meaning is clear and effectively applied.	Word is used correctly but lacks precision.	Word is incorrectly used.
TEXT/IMAGE RELATIONSHIP	The connection between the image and text is clear, relatable, and quickly understood.	The connection between the image and text is somewhat clear, relatable, and/or understood.	Unclear connection between the image and the text.
AUDIENCE EFFECT	Instant reaction from meme (<i>laugh, smile, etc</i>) with obvious intention from the author.	Slight reaction. The author's intention is clear, and is moderately effective.	No clear reaction.
ORIGINALITY	Text is original and fresh; beyond what is commonly seen.	Text shows an attempt to be original, but with less creativity.	Text is not original; frequently seen in other memes.
CONVENTIONS	Accurately utilizes standard writing conventions (<i>capitalization, grammar, spelling, etc.</i>)	Mostly correct use of standard writing conventions.	Several errors in standard writing conventions.
TOTAL			

Skills Addressed:

1. Analyze the impact of specific word choices on meaning and tone.
2. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
3. Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on how well purpose and audience have been addressed.
4. Use technology, including the Internet, to produce and publish writing and present the

relationships between information and ideas efficiently.

5. Demonstrate understanding of figurative language, word relationships, and nuances in word meanings, distinguishing among the connotations (*associations*) of words with similar denotations (*definitions*).

Need Help?

Feel free to reach out to us by sending an email to success@membean.com.

Resources:

- [Student slideshow](#)
- [Meme templates](#)
- [Adobe Spark meme maker](#)
- [Canva meme generator](#)