AP US Government and Politics-Political Party Rubric

Criteria	3 Points	2 Points	1 Point
Planks	Four well-developed and clearly articulated planks that align with the party's values and goals.	Three planks that align with the party's values and goals, but may lack some clarity or development.	Two or fewer planks that align with the party's values and goals, and lack clarity or development.
Party Supporters	Identifies a diverse range of individuals and interest groups that support the party, providing clear and compelling reasons for their support.	Identifies some individuals and interest groups that support the party, but the reasons provided may lack clarity or persuasiveness.	Identifies few individuals and interest groups that support the party, and the reasons provided lack clarity or persuasiveness.
Party Name	Creates a unique and memorable party name that effectively reflects the party's values and goals.	Creates a party name that reflects the party's values and goals, but may lack uniqueness or memorability.	Creates a generic or unrelated party name that does not effectively reflect the party's values and goals.
Party Logo	Designs a visually appealing and original party logo that effectively represents the party's values and goals.	Designs a party logo that represents the party's values and goals, but may lack originality or visual appeal.	Designs a simplistic or unrelated party logo that does not effectively represent the party's values and goals.
Party Slogan	Creates a catchy and memorable party slogan that effectively communicates the party's values and goals.	Creates a party slogan that communicates the party's values and goals, but may lack catchiness or memorability.	Creates a bland or unrelated party slogan that does not effectively communicate the party's values and goals.
Party Goal	Clearly defines a specific and attainable goal that the party aims to achieve.	Defines a goal that the party aims to achieve, but the specificity or attainability may be lacking.	Defines a vague or unrealistic goal that the party aims to achieve.
Place on Political Spectrum	Accurately places the party on the political spectrum and provides a well-reasoned justification for its placement.	Places the party on the political spectrum, but the justification provided may lack thoroughness or coherence.	Places the party on the political spectrum without a clear or well-reasoned justification.
Demographic Information of Supporters	Provides detailed and comprehensive demographic information about the party's supporters, including relevant statistics and analysis.	Provides some demographic information about the party's supporters, but may lack depth or analysis.	Provides minimal or irrelevant demographic information about the party's supporters.