

Components:

- Rhetorical analysis (individual)—separate rubric
- Storyboard (group)
- Design template (group)
- Report (group)
- Presentation (group)

Please check if you have completed the following:

_____ Passed storyboard
_____ Passed design template

Evaluate yourself: Circle or highlight where you fall in the rubric, providing comments as necessary to justify your response.

Collaboration (holistically evaluate all facets of project)

C	B	A	Comments
Did fair share of work	Did fair share of work	Did fair share of work	
Made use of class time daily	Used class time efficiently	Optimized class time	
	Exhibited proper delegation and allowed an open forum	Optimized strengths of group and constantly maintained professional, respectful work environment	

Report

C	B	A	Comments
Follows formatting instructions: margins, headings, etc.	Follows formatting instructions: margins, headings, etc.	Follows formatting instructions: margins, headings, etc.	

Logical order and plan; appropriate subheadings	Well organized with clear subheadings and some transitions	Extremely well organized with clear, specific subheadings and strong transitions throughout	
Makes an argument and justifies redesign decisions	Presents a strong case for redesigning the website	Convinces audience that redesign should be adopted	
Discusses these three things: overview, recommendations, and rationales	Integrates the three things under various subheadings	Smoothly integrates three things under clear, appropriate subheadings	
Uses appropriate language and diction	Demonstrates some command of language	Demonstrates strong command of language	
Grammatical errors do not obscure meaning	Few to no grammatical errors	Virtually no grammatical errors	

Presentation

You will have to base your presentation grade on your preparation and practice—the actual delivery may not go according to practice and prediction

C	B	A	Comments
Content organized using power point slides	Slides enhance presentation	Slides enhance presentation and are of professional quality	
Each person has a role	Each person's role fair and as equal as possible	Seamless integration of each person's role	
Content has justifications for changes and examples	Content has clear justifications, well chosen examples and clear explanations	Content has strong, well supported justifications and aptly chosen examples	
Presentation has a clear argument	Presentation has a clear argument that is easy to follow throughout presentation	Presentation has a clear, unique argument that is easy to follow throughout presentation	

Delivery may have a few rough patches	Delivery smooth	Delivery expert	
Voice/tone/language demonstrates awareness of audience and project goals	Voice/tone/language appropriate to audience and project goals	Voice/tone/language professional, appropriate to audience and project goals	
Presentation engages audience	Presentation engages audience most of the time	Presentation continually engages audience	

What percentage did you get on the rhetorical analysis? _____

Overall grade: Based on the above rubric, give yourself both a letter grade and a corresponding percentage grade. Justify that grade in one paragraph. Letter grade: _____ Percent: _____