

MULTIMODAL PROJECT – RUBRIC

Multimodality	1 pt.	5 pts.	10 pts.
	The assignment demonstrates little consideration of the communicative modes used, seldom adapting rhetorical and compositional principles to meet the specific needs of the media used to construct it.		The assignment demonstrates significant consideration of the communicative modes used, often adapting rhetorical and compositional principles to meet the specific needs of the media used to construct it.
Comments:			
Assignment Requirements	1 pt.	5 pts.	10 pts.
	The assignment often fails to meet the stated content requirements.		The assignment meets, and often exceeds, the stated content requirements.
Comments:			
Rhetorical Awareness	1 pt.	5 pts.	10 pts.
	The assignment demonstrates little awareness of the purpose and audience for which it is intended, and will often include rhetorical and compositional choices (e.g., paragraphs of text in a PowerPoint, unfair use of copyrighted visuals in a short film, and so on) inappropriate for the given rhetorical situation.		The assignment demonstrates sustained consideration of the purpose and audience for which it is intended, and almost always includes rhetorical and compositional choices appropriate for the given rhetorical situation.
Comments:			
Creativity	1 pt.	5 pts.	10 pts.
	The assignment combines written and multimodal texts in less creative and/or insightful ways, seldom using the two kinds of texts together to communicate more than could be communicated through one kind alone.		The assignment combines written and multimodal texts in especially creative and/or insightful ways, often using the two kinds of texts together to communicate more than could be communicated through one kind alone.
Comments:			
Grammar/ Style	1 pt.	5 pts.	10 pts.
	The supporting documentation for the assignment, and—if appropriate—the assignment itself, show little awareness of standard grammatical and stylistic conventions, often being poorly written.		The supporting documentation for the assignment, and—if appropriate—the assignment itself, show a thorough understanding of standard grammatical and stylistic conventions, almost always being well written.
Comments:			