

Rubric for SLO 6: Conceptualize and creative persuasive messages for a variety of media

	Below Expectations (1)	Near Expectations (2)	Meets Expectations (3)	Exceeds Expectations (4)
1. Objectives	Did not understand the purpose/objective(s) of the message or main points that need to be communicated to the target audience. Unable to answer questions.	Not completely familiar or comfortable with purpose/objective(s) of the message or main points that need to be communicated to the target audience. Limited ability to answer questions.	Demonstrated a firm grasp of the purpose/objective(s) of the message or main points that need to be communicated to the target audience. Able to answer basic questions.	Demonstrated an in-depth understanding of purpose/objective(s) of the message and main points that need to be communicated to the target audience and able to provide explanations and elaborate on issues.
2. Relevant Attention	Does not attract relevant attention of the audience.	Does not fully attract relevant attention. Attention-getting detracts from the effectiveness of the message. Needs further development.	Attracts relevant attention of audience without detracting from the effectiveness of the message.	Attracts attention in a unique, original and/or compelling manner adding to the effectiveness of the message.
3. Clearly communicate the message	Message/main points are not communicated. Inadequate.	Does not fully attract relevant attention. Attention-getting detracts from the effectiveness of the message. Needs further development.	Attracts relevant attention of audience without detracting from the effectiveness of the message.	Attracts attention in a unique, original and/or compelling manner adding to the effectiveness of the message
4. Visualization and Copy	Execution was not unique/original and/or detracted from the effectiveness of the message. Major flaws.	Execution was not unique/original and/or detracted somewhat from the effectiveness of the message. Needs further development.	Execution was appropriate. Minor flaws detract from the effectiveness of the message. Less unique, original.	Execution was executed in a unique, original, engaging manner contributing to the effectiveness of the message. No flaws.
5. Effectiveness	Message does not inform and/or motivate the audience to respond in the desired manner. Needs to start over.	Message does not fully inform and/or motivate the audience to respond in the desired manner. Needs minor improvements.	Message informs and motivates the audience to respond in the desired manner.	Message informs and motivates the audience to respond in the desired manner in an engaging, memorable, unique manner.
6. Overall Evaluation	Major Flaws. Inadequate. Did not demonstrate basic principles.	Some flaws, not ready for actual presentation. Needs further development, improvements.	Strong work. Few if any flaws. Could be more unique, original and compelling.	Exceptional work. Unique, original, compelling, extremely effective.
7. Meets professional standards (SLO2)	Does not demonstrate application of ethical standards and standards of decency	Demonstrated some understanding. Minor violations of ethical and decency standards	Usable work, but pushes limits of ethical or decency standards	Exceptional. No violations of ethical or decency standards