

## Digital Mapping Project: Areas and Criteria for Evaluation

Rubric	Areas	Criteria	Points
<b>Rhetorical Awareness &amp; Stance and Support</b>	Central Idea/Thesis	Your project should clearly convey a central idea or argument about the work(s) of literature that can be identified by the audience.	/20
	Audience	Consider your audience – make sure your style, tone, and message are appropriate and appealing.	/10
	Supporting Points (content)	Lead your audience through the argument you are presenting in your resource. Each point or step should contribute to the viewer’s overall understanding of your central idea. (Also, see sequencing.)	/25
<b>Organization</b>	Sequence	Think about the order in which your audience will view your map/visualization resource. If there is a logical order, be sure to mark that using transition statements (written or verbal), headings/subheadings, graphics (such as arrows) or other features to make sure that your viewer can follow your ideas. If there is no specific order in which to view/experience your project, be sure that your audience will understand how to put the parts together to understand your main idea.	/15
<b>Design for Medium</b>	Use of the Medium	There should be a logical connection between your choice of medium and the idea you are presenting; that is, the medium should be well suited (and fully exploited) to make your argument about your identity. You will also be graded on how well you use the medium, taking into account its capacities and your skill level. You will address your justification for your choice of media in the project statement.	/15
	Design	Your artifact should effectively deploy design elements such as chunking, contrast, alignment, tension, color etc.	/15
	Accessibility	Ensure that your project is easy to read (use large, clear font), logical to navigate, and (when applicable) easy to hear.	/5
	Consistency	Use the same style/color fonts, make sure spacing is equal, pay attention to the organization and make sure that all elements are consistent.	/5
<b>Conventions</b>	Conventionality	Write and/or speak in clear, grammatically correct English (unless you are making a point about language). I will deduct points for spelling and grammar errors.	/5
	Attribution	Give full credit to any outside sources you use in your project (this includes text, images, video clips, audio) using MLA format. You can include this information on the artifact itself or you can turn in a separate “Works Cited” page.	/5
	Origin	The project should identify its creator/s (be sure to give credit to anyone who assists you), the course that fostered its growth, the institution that hosted the course, and the date of its release to the public.	/5
	Project Statement	Your project statement should be a 1-2 page discussion of the origin of your idea, your choice of medium, and how you expect a viewer to experience your work. You might also address any problems you encountered in the execution of the project or any aspects of the final piece that didn’t work as you had hoped. Your project statement should be properly formatted using MLA guidelines.	/25
	Process work and Progress reports	Completion of all process work including process plan, rough version(s), peer review worksheet, and progress reports	/20
	Individual contribution		/30
	<b>COMMENTS</b>		<b>TOTAL</b>  /200

