

Advocacy Project Rubric

A. Appropriateness of Message for Audience

- Is the subject and desired response appropriate for audience?

| Excellent | Good | Satisfactory | Lacking | Poor |
|-----------|------|--------------|---------|------|
| 4-5 | 3-4 | 2-3 | 1-2 | 0-1 |

B. Appropriateness of Mode

- Is your chosen medium appropriate for the message?
- Appropriate for the audience?

| Excellent | Good | Satisfactory | Lacking | Poor |
|-----------|------|--------------|---------|------|
| 4-5 | 3-4 | 2-3 | 1-2 | 0-1 |

C. Quality of Rhetorical Elements

- Is the use of language/image/sound/layout suited to audience and medium?
- Is the use of language/image/sound/layout creative, original, and engaging?
- Do the rhetorical elements achieve the goal of the piece (change thinking, motivate to action, etc.)?

| Excellent | Good | Satisfactory | Lacking | Poor |
|-----------|------|--------------|---------|------|
| 4-5 | 3-4 | 2-3 | 1-2 | 0-1 |

D. Overall Quality of Project

- Is the project of high, professional quality (clear images, sound, visibility)?
- Is the effort appropriately challenging for this assignment?
- Is it free from mistakes and carelessness?

| Excellent | Good | Satisfactory | Lacking | Poor |
|-----------|------|--------------|---------|------|
| 4-5 | 3-4 | 2-3 | 1-2 | 0-1 |

E. Advocacy Companion Paper

- Do you clearly explain the problem you're trying to solve?
- Are your choices for the project clear?
- Have you justified your modal choices?

| Excellent | Good | Satisfactory | Lacking | Poor |
|-----------|------|--------------|---------|------|
| 4-5 | 3-4 | 2-3 | 1-2 | 0-1 |