

Summative Evaluation

Multimodal Composition Projects: Visual Emphasis

Description	Points	Score
<u>Rhetorical Considerations</u> The project conveys a specific purpose. It identifies and successfully appeals to a specific public audience, and it conveys thoughtfulness about genre conventions and media ecology.	30 points	
<u>Argument</u> The project makes a claim (perhaps implicit). It moves the audience to intellectual, emotional, or physical action. The argument is conveyed in a logical way given the form.	20 points	
<u>Research</u> The project makes use of (or implicitly reflects) outside research and appropriately cites that information according to the conventions of the genre.	10 points	
<u>Multimodal Planning and Execution</u> The project makes good use of the available technological means of persuasion. There is a strong visual component to the project and evidence that you have thought of using visuals persuasively. The project is polished and reflects revision.	40 points	
Total	100 points	

Comments:
