**COM 1015: Assignment #2**

**Evaluate a Classmate’s Media Message**

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| **Media Evaluation Rubric** | **Student Name** |  |
| **Date** |  |
| **Who you are marking** |  |

1. What did they make?
2. What is the intent of their project?
3. How did their project turn out compared to their plan?
4. Does the layout look nice? Appropriate?
5. Is the message they are trying to get across clear?

List two things you liked about your partner’s project.

What’s one thing that they could do to improve the project?

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| **Level**  **Criteria** | **4**  **Excellent** | **3**  **Proficient** | **2**  **Adequate** | **1**  **Limited** \* | **Insufficient / Blank \*** |
| Intent of message | Student intent in the project is **clearly identifiable.** | Student intent in the project is **mostly**  **Identifiable.** | Student intent in the project is **somewhat**  **Identifiable.** | Student intent in the project is **not**  **Identifiable.** | No score is awarded because there is insufficient evidence of student performance based on the requirements of the assessment task. |
| Plan | Student had a **well-developed** plan that they **perfectly replicated** when creating their project. | Student had a **mostly** **developed** plan that they **somewhat replicated** when creating their project. | Student had a **partially developed** plan that they **barely replicated** when creating their project. | Student had a **confusing** plan that they **did not use** when creating their project. |  |
| Layout | Student’s project is **rich and detailed** and uses **many** elements and principles of design to portray their message | Student’s project is **sufficiently detailed** and uses **basic** elements and principles of design to portray their message | Student’s project is **simplistic** and uses **some** elements and principles of design to portray their message | Student’s project is **unfocused** and uses **unsupported** elements and principles of design to portray their message |  |

Give your partner a mark on the rubric below