**Assessment Task: Multimodal Advocacy (20%)**

Rubrics:

*Part 1: Video or Poster Advocacy and written explanation of the design (10%)*

| **Criteria** | **1 (Limited)** | **2 (Basic)** | **3 (Developing)** | **4 (Proficient)** | **5 (Excellent)** |
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| 1. **Advocacy** | * Lacks advocacy focus and no clear call to action | * Limited advocacy with unclear or weak call to action | * Adequate advocacy with moderately clear call to action | * Clear advocacy with effective, issue-specific call to action | * Compelling, clear advocacy with impactful, persuasive call to action |
| 1. **Organisation** | * Content chaotic with no structure; * Explanation disorganized or unstructured | * Content containing basic structure; * Explanation slightly disorganized | * Content structured but uneven; * Explanation has basic organisation | * Content well-organised with clear flow; * Explanation logically structured | * Content seamlessly organised; * Explanation highly structured and coherent |
| 1. **Explanation of design** | * Explanation absent or irrelevant to the multimedia; * No detail on design choices | * Explanation provides minimal detail on design with little clarity | * Explanation includes some design details but lacks depth or coherence | * Explanation clearly outlines design choices with good rationale | * Explanation provides a detailed, coherent rationale for all design decisions |
| 1. **Multimodal appeal** | * No visual or auditory appeal; * Poor use of visual elements (e.g. text, images) | * Limited appeal with basic, unengaging elements | * Moderate appeal with some engaging elements (e.g. colors, layout) | * Strong appeal with effective use of visuals, text, or audio | * Exceptional appeal with creative, impactful use of multimedia elements |

*Part 2: Presentation (10%)*

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| **Criteria** | **1 (Limited)** | **2 (Basic)** | **3 (Developing)** | **4 (Proficient)** | **5 (Excellent)** |
| 1. **Content** | * Unclear or missing explanation, no SDG alignment. | * Vague explanation of advocacy piece, weak SDG alignment. | * Adequate explanation of advocacy piece, some SDG alignment issues. | * Clear explanation of advocacy piece, mostly aligned with SDG theme. | * Clear, engaging explanation of advocacy piece, aligned with SDG theme. |
| 1. **Reflection** | * No reflection or irrelevant discussion of creative process. | * Superficial reflection, minimal detail on creative process or challenges. | * Basic reflection on creative process, limited detail on challenges, solutions. | * Clear reflection on creative process, challenges, and solutions, moderately detailed. | * Insightful reflection on creative process, challenges, and solutions, highly detailed. |
| 1. **Fluency of Speech** | * Incoherent speech, major hesitations, very unclear delivery. | * Choppy speech with frequent hesitations, unclear delivery. | * Moderately fluent speech with some hesitations, uneven pacing. | * Mostly fluent speech with minor hesitations, clear delivery. | * Fluent, articulate speech with confident pacing and clear delivery. |
| 1. **Non-Verbal Presentation Skills** | * No eye contact, no gestures, poor posture, disengaged. | * Minimal eye contact, few gestures, weak posture, low engagement. | * Limited eye contact, some gestures, inconsistent posture, moderately engaging. | * Good eye contact, appropriate gestures, confident posture, engaging. | * Strong eye contact, expressive gestures, confident posture, highly engaging. |