



Term Project Rubric

Assessed Parameter	Below Average 50%	Average 75%	Above Average 85%	Excellent 100%
Audience Appropriateness	The story demonstrates little consideration for the audience, resulting in confusion or disinterest.	The story attempts to address the audience's preferences but lacks coherence or relevance.	The story mostly aligns with the audience's preferences, with minor deviations.	The story is tailored precisely to the audience, demonstrating deep understanding of their needs and interests.
Clarity of Purpose	The purpose is vague or obscured, making it difficult for the audience to grasp the intended message and lacks a call to action.	The purpose is somewhat discernible, but the narrative lacks focus at times and the call to action is unclear.	The purpose is mostly clear, although some parts may require additional clarification. The call to action is mostly clear.	The purpose of the story is crystal clear from the beginning, guiding the narrative effectively and the call to action is clear.
Medium Selection	Data is not presented in a medium applicable to audience and message, it detracts from the story limiting comprehension and impact.	Data is presented in a medium partially applicable to audience and message, but does not fully engage audience or provide comprehension of message.	Data is presented in a medium mostly applicable to audience and message, although alternative options could have been explored.	Data is presented in a medium applicable to the audience and story, complementing its message and engaging the audience effectively.
Design Principles	Design strategy is not present and contains distracting elements. No consistency in color, text, alignment, sizing, spacing.	Design strategy is somewhat inconsistent and detracts from the overall story and message. Major inconsistencies in color, text, alignment, sizing, spacing.	Design strategy is present and well-executed with minor aesthetic issues. Minor inconsistencies in color, text, alignment, sizing, spacing.	Design strategy is present and excellently executed with no aesthetic issues. Excellent consistency in color, text, alignment, sizing, spacing.

Assessed Parameter	Below Average 50%	Average 75%	Above Average 85%	Excellent 100%
Milestone Requirements	Few outlined submission and other details of the assignment are met, indicating a lack of understanding or disregard for requirements.	Some outlined submission and other details of the assignment are met, but significant aspects are overlooked or misunderstood.	Most of the outlined submission and other details of the assignment are met, with minor deviations or oversights.	All outlined submission and other details of the assignment are met with precision and accuracy, demonstrating full understanding and compliance.
Ethical Considerations	<p>The ethical analysis is superficial or irrelevant, providing little insight into potential ethical implications.</p> <p>Addresses few or none of the required aspects of the ethical consideration questions.</p>	<p>The ethical analysis is cursory or incomplete, failing to adequately address relevant ethical concerns.</p> <p>Addresses some of the required aspects of the ethical consideration questions.</p>	<p>The ethical analysis is present but may lack depth or overlook certain ethical considerations.</p> <p>Addresses most of the required aspects of the ethical consideration questions.</p>	<p>The submission includes a comprehensive ethical analysis, addressing potential ethical implications or considerations relevant to the audience and message.</p> <p>Addresses all of the required aspects of the ethical consideration questions.</p>