

### **Collaborative Final Project and Reflective Critical Analysis Essay**

<b>Criteria</b>	<b>Superior (90-100 points)</b>	<b>Sufficient (75-89 points)</b>	<b>Minimal (60-74 points)</b>	<b>Unacceptable (0-60 points)</b>
<b>Thesis and Critical Concepts</b>  <b>(20% of TTL Points)</b>  ____/20	Essay provides a compelling and original thesis statement that makes a claim about what your project accomplishes. This thesis includes insightful discussion of rhetorical techniques, critical discussion of the media choices you made, and/or a connection to the power dynamics/equity issues of your project. The body of the paper exceeds expectations with surprising thoroughness and depth of critical and reflective discussion.	Essay attempts to provide a compelling and original thesis statement that makes a claim about what your project accomplishes. This thesis includes insightful discussion of rhetorical techniques, critical discussion of the media choices you made, and a connection to the power dynamics/equity issues of your social cause/movement. The body of the paper is thoroughly developed, both critically and reflectively.	Essay may not explicitly provide a thesis statement that makes a claim about what your project accomplishes; however there is insightful discussion of rhetorical techniques, critical discussion of the media choices you made, and a connection to the power dynamics/equity issues of your project, but maybe not all three or all three aren't sufficiently developed.	Essay lacks an implicit or explicit thesis statement that makes a claim about what your project accomplishes. This thesis doesn't include insightful discussion of rhetorical techniques, critical discussion of the media choices you made, and/or a connection to the power dynamics/equity issues of your project. Essay is underdeveloped.
<b>Required Components</b>  <b>(20% of TTL Points)</b>  ____/20	Response includes all components and meets or exceeds all requirements indicated in the instructions. Each element of the assignment prompt are addressed thoroughly. All claims are specifically and insightfully supported with examples and/or properly explained and cited theoretical evidence and/or additional research.	Response includes all components and meets all requirements indicated in the instructions. Each question or part of the assignment is addressed. All claims are supported with examples and/or mostly explained and cited theoretical evidence and/or additional research.	Response is missing some components and/or does not fully meet the requirements indicated in the instructions. Some questions or parts of the assignment are not addressed. Some additional support may be needed or unsuitable/inapplicable theoretically or practically for the purpose of the assignment.	Response excludes essential components and/or does not address the requirements indicated in the instructions. Many parts of the assignment are addressed minimally, inadequately, and/or not at all.
<b>Structure</b>  <b>(20% of TTL Points)</b>  ____/20	Writing is clear, concise, and well organized with excellent sentence/paragraph construction. Thoughts are expressed in a coherent and logical manner. There are no more than three spelling, grammar, or syntax errors per page of writing.	Writing is mostly clear, concise, and well organized with good sentence/paragraph construction. Thoughts are expressed in a coherent and logical manner. There are no more than five spelling, grammar, or syntax errors per page of writing.	Writing is unclear and/or disorganized. Thoughts are not expressed in a logical manner. There are more than five spelling, grammar, or syntax errors per page of writing.	Writing is unclear and disorganized. Thoughts ramble and make little sense. There are numerous spelling, grammar, or syntax errors throughout the response.
<b>Design and Practice</b>  <b>(20% of TTL Points)</b>  ____/20	Response shows strong evidence of synthesis of ideas presented and insights gained throughout the entire course. The implications of these insights for the group's overall project design are thoroughly detailed, as applicable.	Response shows evidence of synthesis of ideas presented and insights gained throughout the entire course. The implications of these insights for the group's overall project design are presented, as applicable.	Response shows little evidence of synthesis of ideas presented and insights gained throughout the entire course. Few implications of these insights for the group's overall project design are presented, as applicable.	Response shows no evidence of synthesis of ideas presented and insights gained throughout the entire course. No implications for the group's overall project design are presented, as applicable.

<p><b>Depth of Reflection and Collaboration</b></p> <p><b>(20% of TTL Points)</b></p> <p>____/20</p>	<p>Response demonstrates an in-depth reflection on the project's design and content, including its strengths and weaknesses as they connect to rhetorical concepts like audience and purpose. Reflections exhibit personalization of the theories, concepts, and/or strategies presented in the course. The paper as a whole reflects unique insights from other group members, and evidence of revision in content, research/examples, and editing. Viewpoints and interpretations are insightful and well supported. Clear, detailed examples are provided, as applicable.</p>	<p>Response demonstrates an adequate reflection on the project's design and content, including its strengths and weaknesses as they connect to rhetorical concepts like audience and purpose. Reflections exhibits some personalization of the theories, concepts, and/or strategies presented in the course. The paper as a whole reflects mostly unique insights from this group member, and evidence of revision in content, research/examples, and editing. Viewpoints and interpretations are supported. Clear examples are provided, as applicable.</p>	<p>Response demonstrates a minimal reflection on the project's design and content, particularly, perhaps, its strengths and weaknesses as they connect to rhetorical concepts like audience and purpose. Reflections exhibits minimal personalization of the theories, concepts, and/or strategies presented in the course. The paper as a whole does not reflect unique insights from this group member, and/or may be lacking in adequate revision for stronger content, research/examples, and editing. Viewpoints and interpretations are minimally supported.</p>	<p>Response demonstrates a lack of reflection on the project's design and presentation, including its strengths and weaknesses as they connect to rhetorical concepts like audience and purpose. Reflections exhibit a lack of personalization of the theories, concepts, and/or strategies presented in the course. The paper as a whole may not reflect balanced contribution from this group member, and/or revision may be significantly needed in content, research/examples, and editing. Viewpoints and interpretations are not adequately supported.</p>
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