

Level of Achievement						
Criteria	Exceptional	Very Good	Satisfactory	Developing	Unsatisfactory	0 N/A
Persona (25%)						
Clarity	Persona describes user with clear and detailed explanation of their persuadability.	Persona describes user with clear explanation of their persuadability.	Persona(s) describe user with needs/problem to solve.	Persona(s) describe user with vague user needs/ problem to solve.	Persona(s) do not include any user needs/problem to solve.	Incoherent / Incomplete / DNS
Grounded in reality	Persona feels like a real person; it is evident that extensive audience/user research was conducted.	Persona feels like a real person; it is evident that audience/user research was conducted.	Quality of persona makes it evident that some audience/ user research was conducted.	Persona indicates that some user research was conducted, but contains elements of stereotype.	Persona is a complete stereotype and does not give indication any research was conducted.	Incoherent / Incomplete / DNS
Accuracy as a persuadable	Persona accurately sits within the middle of the 3x3 matrix using novel criteria for the horizontal and vertical axes.	Persona accurately sits within the middle of the 3x3 matrix using one novel and one predictable criteria for the horizontal and vertical axes.	Persona accurately sits within the middle of the 3x3 matrix using predictable criteria for the horizontal and vertical axes.	Persona accurately sits within the middle of the 3x3 matrix using unrelated criteria for the horizontal and vertical axes.	Persona does not sit within the middle of the 3x3 matrix.	Incoherent / Incomplete / DNS
In-progress feedback	A full persona with completed empathy map was shown during development for discussion and feedback.	A partial persona with completed empathy map was shown during development for discussion and feedback.	A completed empathy map was shown during development for discussion and feedback.	A partial empathy map was shown during development for discussion and feedback.	Notes/sketches about a possible persona were shown during development for discussion and feedback.	Incoherent / Incomplete / DNS
Social Media Post (evaluated per post)						
Visual design	Visuals indicate a strong understanding of contemporary aesthetic. Information is clearly delivered with maximum rhetorical impact.	Visuals combine common elements of contemporary aesthetic. Information is clearly delivered with rhetorical impact.	Visuals copy/mimic contemporary aesthetic. Information is delivered with some rhetorical impact.	Visuals indicate limited knowledge of accessibility concerns and contemporary aesthetic. Information is delivered with minimal rhetorical impact.	Accessibility and an understanding of contemporary aesthetic are not demonstrated. Information delivery is confusing and/or illogical.	Incoherent / Incomplete / DNS
Use of rhetoric in post	Post makes use of rhetorical tools learned in the course with sophistication.	Post makes use of rhetorical tools learned in the course correctly and effectively.	Post makes use of rhetorical tools learned in the course correctly.	Post makes use of rhetorical tools learned in the course clumsily.	Post does not make use of rhetorical tools learned in the course.	Incoherent / Incomplete / DNS
Selection of social media platform	Social media platform choice is appropriate for the persona and the medium has been used to maximum effect.	Social media platform choice is appropriate for the persona and the medium has been used correctly.	Social media platform choice is appropriate for the persona.	Social media platform choice is partially appropriate for the persona.	Social media platform choice is inappropriate for the persona.	
Overall effectiveness of post	Design and content choices indicate a nuanced understanding of persuasive visual communication is evident.	Design and content choices indicate a strong understanding of persuasive visual communication is evident.	Design and content choices indicate a satisfactory understanding of persuasive visual communication is evident.	Design and content choices indicate a limited understanding of persuasive visual communication is evident.	Design and content choices indicate the understanding of persuasive visual communication needs improvement.	Incoherent / Incomplete / DNS
In-progress feedback	A social ad was shown during development for discussion and feedback.	A partial social ad and accompanying high fidelity sketch were shown during development for discussion and feedback.	A high fidelity sketch was shown during development for discussion and feedback.	A rough sketch was shown during development for discussion and feedback.	Notes/sketches about a possible post were shown during development for discussion and feedback.	Incoherent / Incomplete / DNS
Process Case Study (25%)						
Articulation of Process Goals, and Rationale (L.O. 6)	Case study structures its narrative around processes, goals and rationales. Includes evidence of how challenges and roadblocks were overcome and demonstrates an intentional growth mindset.	Processes, goals and rationales are clearly articulated at each stage of the design process. Includes evidence of how challenges and roadblocks were overcome and demonstrates a growth mindset.	Processes, goals and rationales are clearly articulated at each stage of the design process. Submission includes basic evidence of how challenges and roadblocks were overcome.	Processes, goals and rationales are articulated for the overall project. Submission does not state how challenges and roadblocks were overcome.	Submission is a data dump of sketches with minimal curation or writing.	Incoherent / Incomplete / DNS