**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 |