

# TLM1 – TLM1 TASK 1: CREATING A WHITE PAPER

TECHNICAL COMMUNICATION – C768

PRFA – TLM1

TASK OVERVIEW

SUBMISSIONS

EVALUATION REPORT

## COMPETENCIES

### 405.1.4 : Foundations of Technical Communication

The graduate integrates basic elements of professional discourse, including audience analysis, the writing process, correct grammar, and appropriate design elements, into technical communication artifacts.

### 405.1.5 : Communication Style

The graduate makes strategic and appropriate communication decisions based on the audience.

### 405.1.6 : Applications of Technical Writing

The graduate creates various technically written artifacts using appropriate technical communication concepts.

## SCENARIO

You have recently been hired to work in your current field of study. Your new manager has informed you that the organization values innovation and asks that new employees write a white paper on an emerging technology, practice, or process in the field they studied in college. Once your manager reviews and approves the white paper, you will be asked to create several additional communications for different audiences: an executive summary for senior leadership, a press release and an FAQ that will both be distributed company-wide, and a multimedia presentation that you will deliver to colleagues in your department who share your level of technical expertise. You will also need to write an email inviting your colleagues to your multimedia presentation.

## REQUIREMENTS

*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

*Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

- A. Describe your organization, including the following information:
1. The products or services your organization produces
  2. The size of your organization and its number of locations
  3. The industry of which your organization is a part
- B. Identify the emerging technology, practice, or process that will be the subject of your white paper, and then review *at least three* works that have been written about your subject in the past five years. You will use this research to inform your white paper.

*Note: These other works may include interviews, white papers, research studies, or other types of work by industry professionals.*

1. Write a summary for *each* of the three works that you reviewed. Each summary should identify the title of the source, include a discussion of the main topics, and explain why the information is important.
- C. Create a white paper, as defined in the learning resource for this course, that discusses an emerging technology, practice, or philosophy that is related to your academic field of study. This white paper will be reviewed by your immediate supervisor, as well as several thought leaders in your organization. The white paper should be 2–3 pages long and must include the following:
1. A thorough explanation of your chosen emerging technology, practice, or process, based on your research
  2. A compelling argument discussing how the emerging technology, practice, or process could benefit your organization
- D. Explain how the diction in the white paper is appropriate for its audience.
- E. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.
- F. Demonstrate professional communication in the content and presentation of your submission.

*Note: Do not move on to Task 2 since Task 2 will not be evaluated until after you pass Task 1.*

## File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

## RUBRIC

### A1: PRODUCTS AND SERVICES:

#### NOT EVIDENT

A description of the candidate's organization's products and ser-

#### APPROACHING COMPETENCE

#### COMPETENT

The description of the candidate's organization's



vices is not provided.

The description of the candidate's organization's products and services is incomplete or lacks detail.

ucts and services is complete and sufficiently detailed.

**A2: SIZE AND LOCATIONS:**

**NOT EVIDENT**

A description of the candidate's organization's size and locations is not provided.

**APPROACHING COMPETENCE**

The description of the candidate's organization's size and locations is incomplete.

**COMPETENT**

The description of the candidate's organization's size and locations is complete.

**A3: ORGANIZATION'S INDUSTRY:**

**NOT EVIDENT**

A description of the candidate's organization's industry is not provided.

**APPROACHING COMPETENCE**

The description of the candidate's organization's industry is incomplete.

**COMPETENT**

The description of the candidate's organization's industry is complete.

**B1: RESEARCH SUMMARY:**

**NOT EVIDENT**

A research summary for 3 works written about the white paper's subject is not provided.

**APPROACHING COMPETENCE**

The research summary either has fewer than 3 sources, or the sources do not relate to the subject of the white paper, or 1 or more of the summaries are missing identified titles, discussions of main topics, or explanations of why the information is important.

**COMPETENT**

The research summary includes *at least* 3 sources that are relevant to the white paper, and *each* summary includes an identified title, a discussion of main topics, and an explanation of why the information is important.

**C: WHITE PAPER:**

**NOT EVIDENT**

A white paper that is 2–3 pages long is not provided.

**APPROACHING COMPETENCE**

A white paper that is 2–3 pages long is provided, but it does not discuss an emerging technology,

**COMPETENT**

The white paper is 2–3 pages long and discusses an emerging technology, practice, or process.

practice, or process, or it does not relate to the academic field of study.

that is related to the academic field of study.

**C1: EXPLANATION:**

**NOT EVIDENT**

The submission does not provide an explanation of the candidate's chosen emerging technology, practice, or process.

**APPROACHING COMPETENCE**

The submission either does not thoroughly explain the chosen emerging technology, practice, or process, or it is not based on research.

**COMPETENT**

The submission thoroughly explains the chosen emerging technology, practice, or process, and it is based on research.

**C2: COMPELLING ARGUMENT:**

**NOT EVIDENT**

The submission does not provide an argument discussing how the emerging technology, practice, or process could benefit the candidate's organization.

**APPROACHING COMPETENCE**

The submission does not provide a compelling argument about how the emerging technology, practice, or process could benefit the candidate's organization.

**COMPETENT**

The submission provides a compelling argument about how the emerging technology, practice, or process could benefit the candidate's organization.

**D: EXPLANATION OF DICTION:**

**NOT EVIDENT**

An explanation of how the diction in the white paper is appropriate for its audience is not provided.

**APPROACHING COMPETENCE**

The explanation of how the diction in the white paper is appropriate for its audience is either incomplete or inaccurately characterizes the audience.

**COMPETENT**

The explanation completely and accurately describes how the diction in the white paper is appropriate for its audience.

**E: SOURCES:**

**NOT EVIDENT**

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

**APPROACHING COMPETENCE**

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

**COMPETENT**

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

**F: PROFESSIONAL COMMUNICATION:**

**NOT EVIDENT**

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

**APPROACHING  
COMPETENCE**

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

**COMPETENT**

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.

# TLM1 – TLM1 TASK 2: REPORTING TO VARIOUS AUDIENCES

TECHNICAL COMMUNICATION – C768

PRFA – TLM1

TASK OVERVIEW

SUBMISSIONS

EVALUATION REPORT

## COMPETENCIES

### 405.1.4 : Foundations of Technical Communication

The graduate integrates basic elements of professional discourse, including audience analysis, the writing process, correct grammar, and appropriate design elements, into technical communication artifacts.

### 405.1.5 : Communication Style

The graduate makes strategic and appropriate communication decisions based on the audience.

### 405.1.6 : Applications of Technical Writing

The graduate creates various technically written artifacts using appropriate technical communication concepts.

## SCENARIO

You have recently been hired to work in your current field of study. Your new manager has informed you that the organization values innovation and asks that new employees write a white paper on an emerging technology, practice, or process in the field they studied in college. Once your manager reviews and approves the white paper, you will be asked to create several additional communications for different audiences: an executive summary for senior leadership, a press release and an FAQ that will both be distributed company-wide, and a multimedia presentation that you will deliver to colleagues in your department who share your level of technical expertise. You will also need to write an email inviting your colleagues to your multimedia presentation.

## ASSUMPTIONS

Task 1 has been successfully completed.

## REQUIREMENTS

*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

*Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

- A. Write an executive summary that covers *all* the main arguments in your white paper. The executive summary should comply with the requirements listed in the learning resource for executive summaries and should be about one page long.
  - 1. Explain how the audience for your executive summary affects the document's tone and diction.
  - 2. Explain how the audience for your executive summary affects your use of industry jargon and technical information.
  - 3. Explain how concerns about message timing, message sensitivity, and message classification may affect your message audience and document distribution plan.
- B. Write a press release based on your white paper. The press release should be about one page long and comply with the requirements listed in the learning resource for press releases.
  - 1. Explain how the audience for your press release affects the document's tone and diction.
  - 2. Explain how the audience for your press release affects your use of industry jargon and technical information.
  - 3. Explain how concerns about message timing, message sensitivity, and message classification may affect your message audience and document distribution plan.
- C. Write a frequently asked questions (FAQ) document based on your white paper. The FAQ should comply with the requirements listed in the learning resource for FAQs and should cover 3–5 likely questions.
  - 1. Explain how the audience for your FAQ affects the document's tone and diction.
  - 2. Explain how the audience for your FAQ affects your use of industry jargon and technical information.
  - 3. Explain how concerns about message timing, message sensitivity, and message classification may affect your message audience and document distribution plan.
- D. Acknowledge sources, using in-text citations and references or in-line attribution, for content that is copied, quoted, paraphrased, or summarized.
- E. Demonstrate professional communication in the content and presentation of your submission.

## File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )

File size limit: 200 MB

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## RUBRIC

### A: EXECUTIVE SUMMARY:

**NOT EVIDENT**

An executive summary is not provided.

**APPROACHING COMPETENCE**

The executive summary does not include *all* the main arguments presented in the white paper.

**COMPETENT**

The executive summary includes *all* the main arguments presented in the white paper.

**A1: EXECUTIVE SUMMARY TONE:****NOT EVIDENT**

An explanation of how the audience for the executive summary affects the document's tone and diction is not provided.

**APPROACHING COMPETENCE**

The explanation of how the audience for the executive summary affects the document's tone and diction is missing 1 or more of the following: an explanation of the audience, an explanation of tone, or an explanation of diction.

**COMPETENT**

The submission thoroughly explains how the audience for the executive summary affects the document's tone and diction.

**A2: EXECUTIVE SUMMARY JARGON:****NOT EVIDENT**

An explanation of how the audience for the executive summary affects the use of industry jargon and technical information is not provided.

**APPROACHING COMPETENCE**

The explanation of how the audience for the executive summary affects the use of industry jargon and technical information is missing 1 or more of the following: an explanation of the audience, an explanation of the use of industry jargon, or an explanation of the use of technical information.

**COMPETENT**

The submission thoroughly explains how the audience for the executive summary affects the use of industry jargon and technical information in the document.

**A3: EXECUTIVE SUMMARY MESSAGE TIMING:****NOT EVIDENT**

An explanation of how concerns about message timing, message sensitivity, and message classification may possibly affect the message audience and docu-

**APPROACHING COMPETENCE**

The explanation does not address message timing, sensitivity, or classification, or the explanation is inaccurate. Or the explanation does not include how

**COMPETENT**

The submission accurately explains how concerns about message timing, message sensitivity, and message classification may possibly affect the message



ment distribution plan is not provided.

the message timing, sensitivity, and classification affects the message audience or document distribution plan, or *both*.

ence and document distribution plan.

**B: PRESS RELEASE:**

**NOT EVIDENT**

A press release is not provided.

**APPROACHING COMPETENCE**

The press release does not include *all* the main arguments presented in the white paper, or it does not use the arguments effectively.

**COMPETENT**

The press release effectively uses *all* the main arguments presented in the white paper.

**B1: PRESS RELEASE TONE:**

**NOT EVIDENT**

An explanation of how the audience for the press release affects the tone and diction of the writing is not provided.

**APPROACHING COMPETENCE**

The explanation of how the audience for the press release affects the document's tone and diction is missing 1 or more of the following: an explanation of the audience, an explanation of tone, or an explanation of diction.

**COMPETENT**

The submission thoroughly explains how the audience for the press release affects the document's tone and diction.

**B2: PRESS RELEASE JARGON:**

**NOT EVIDENT**

An explanation of how the audience for the press release affects the use of industry jargon and technical information is not provided.

**APPROACHING COMPETENCE**

The explanation of how the audience for the press release affects the use of industry jargon and technical information is missing 1 or more of the following: an explanation of the audience, an explanation of the use of industry jargon, or an explanation of the use of technical information.

**COMPETENT**

The submission thoroughly explains how the audience for the press release affects the use of industry jargon and technical information.

**B3: PRESS RELEASE MESSAGE TIMING:**

**NOT EVIDENT**

An explanation of how concerns about message timing, message sensitivity, and message classification may possibly affect the message audience and document distribution plan is not provided.

**APPROACHING COMPETENCE**

The explanation does not address message timing, sensitivity, or classification, or the explanation is inaccurate. Or the explanation does not include how the message timing, sensitivity, and classification affects the message audience or document distribution plan, or *both*.

**COMPETENT**

The submission accurately explains how concerns about message timing, message sensitivity, and message classification may affect the message audience and document distribution plan.

**C: FAQ:****NOT EVIDENT**

A frequently asked questions (FAQ) document is not provided.

**APPROACHING COMPETENCE**

The FAQ does not answer the questions that are likely to be asked based on the contents of the white paper.

**COMPETENT**

The FAQ answers *all* of the questions that are likely to be asked by the readers of the white paper.

**C1: FAQ TONE AND DICTION:****NOT EVIDENT**

An explanation of how the audience for the FAQ affects the document's tone and diction is not provided.

**APPROACHING COMPETENCE**

The explanation of how the audience for the FAQ affects the document's tone and diction is missing 1 or more of the following: an explanation of the audience, an explanation of tone, or an explanation of diction.

**COMPETENT**

The submission thoroughly explains how the audience for the FAQ affects the document's tone and diction.

**C2: FAQ AND JARGON:****NOT EVIDENT**

An explanation of how the audience for the FAQ affects the use of industry jargon and technical information is not provided.

**APPROACHING COMPETENCE**

The explanation of how the audience for the FAQ affects the use of industry jargon and technical information is missing 1 or more of the following: an explanation of the audience, an explanation of the use of industry jargon, or an explanation of the use of technical information.

**COMPETENT**

The submission thoroughly explains how the audience for the FAQ affects the use of industry jargon and technical information.

nation of the use of industry jargon, or an explanation of the use of technical information.

**C3: FAQ MESSAGE TIMING:**

**NOT EVIDENT**

An explanation of how concerns about message timing, message sensitivity, and message classification may possibly affect the message audience and document distribution plan is not provided.

**APPROACHING COMPETENCE**

The explanation does not address message timing, sensitivity, or classification, or the explanation is inaccurate. Or the explanation does not include how the message timing, sensitivity, and classification affects the message audience or document distribution plan, or *both*.

**COMPETENT**

The submission accurately explains how concerns about message timing, message sensitivity, and message classification may affect the message audience and document distribution plan.

**D: SOURCES:**

**NOT EVIDENT**

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

**APPROACHING COMPETENCE**

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

**COMPETENT**

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

**E: PROFESSIONAL COMMUNICATION:**

**NOT EVIDENT**

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

**APPROACHING COMPETENCE**

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

**COMPETENT**

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.

# TLM1 – TLM1 TASK 3: PANOPTO PRESENTATION

TECHNICAL COMMUNICATION – C768

PRFA – TLM1

TASK OVERVIEW

SUBMISSIONS

EVALUATION REPORT

## COMPETENCIES

### 405.1.4 : Foundations of Technical Communication

The graduate integrates basic elements of professional discourse, including audience analysis, the writing process, correct grammar, and appropriate design elements, into technical communication artifacts.

### 405.1.5 : Communication Style

The graduate makes strategic and appropriate communication decisions based on the audience.

### 405.1.6 : Applications of Technical Writing

The graduate creates various technically written artifacts using appropriate technical communication concepts.

## SCENARIO

You have recently been hired to work in your current field of study. Your new manager has informed you that the organization values innovation and asks that new employees write a white paper on an emerging technology, practice, or process in the field they studied in college. Once your manager reviews and approves the white paper, you will be asked to create several additional communications for different audiences: an executive summary for senior leadership, a press release and an FAQ that will both be distributed company-wide, and a multimedia presentation that you will deliver to colleagues in your department who share your level of technical expertise. You will also need to write an email inviting your colleagues to your multimedia presentation.

## ASSUMPTIONS

Task 1 and Task 2 have been successfully completed.

## REQUIREMENTS

*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric*



aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

Tasks may **not** be provided as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and provided as attachments (e.g., .docx, .pdf, .ppt).

- A. Write an email to your colleagues inviting them to attend a presentation based on your white paper. The email should comply with the requirements listed in the learning resource for emails.
  - 1. Explain how the audience for your email affects the email's tone and diction.
  - 2. Explain how the audience for your email affects your use of industry jargon and technical information.
  - 3. Explain how concerns about message timing, message sensitivity, and message classification may possibly affect your message audience and document distribution plan.
- B. Create a multimedia presentation using presentation software (e.g., PowerPoint). The presentation should contain the contents of your white paper and include the following:
  - 1. The presentation should have a minimum of **five** slides, including the title slide.
  - 2. *At least two* of the slides should include visual elements (photos, charts, graphs, etc.).
  - 3. Explain how the audience for your presentation affects its tone and diction.
  - 4. Explain how the audience for your presentation affects your use of industry jargon and technical information.
- C. Create an audiovisual recording of your presentation, using Panopto. The video should show you delivering your presentation orally (*suggested length of 5–10 minutes*), as well as the multimedia presentation you created in part B. The presentation slides and you should both be visible on the screen throughout the video.

*Note: The audiovisual recording should feature you visibly presenting the material (i.e., not in voiceover or embedded video) and should simultaneously capture both you and your multimedia presentation. The presentation should be clear and well organized, and you should demonstrate strong communication skills and represent a strong professional appearance. You must submit your multimedia presentation with this task*

*Note: For instructions on how to access and use Panopto, use the "Panopto How-To Videos" web link provided. To access Panopto's website, navigate to the web link titled "Panopto Access", and then choose to log in using the "WGU" option. If prompted, log in using your WGU student portal credentials, and then it will forward you to Panopto's website.*

*To submit your recording, upload it to the Panopto drop box. Once the recording has been uploaded and processed in Panopto's system, retrieve the URL of the recording from Panopto and copy and paste it into the Links option. Upload the remaining task requirements using the Attachments option.*

- D. Acknowledge sources, using in-text citations and references or in-line attribution, for content that is copied, quoted, paraphrased, or summarized.

*Note: This includes any visual elements that you used in your presentation slides.*

- E. Demonstrate professional communication in the content and presentation of your submission.

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

## RUBRIC

### A: EMAIL:

#### NOT EVIDENT

An email inviting colleagues to attend a presentation on the white paper is not provided.

#### APPROACHING COMPETENCE

The email inviting colleagues to attend a presentation on the white paper is either improperly formatted or does not identify the subject of the presentation.

#### COMPETENT

The email inviting colleagues to attend a presentation on the white paper is properly formatted, and the subject of the presentation is correctly identified.

### A1: TONE AND DICTION:

#### NOT EVIDENT

An explanation of how the audience for the email affects the email's tone and diction is not provided.

#### APPROACHING COMPETENCE

The explanation of how the audience for the email affects the email's tone and diction is missing 1 or more of the following: an explanation of the audience, an explanation of tone, or an explanation of diction.

#### COMPETENT

The submission thoroughly explains how the audience for the email affects the email's tone and diction.

### A2: INDUSTRY JARGON:

#### NOT EVIDENT

An explanation of how the audience for the email affects the use of industry jargon and technical information is not provided.

#### APPROACHING COMPETENCE

The explanation of how the audience for the email affects the use of industry jargon and technical information is missing 1 or more of the following: an explanation of the audience, an explanation of the use of industry jargon, or an explanation of the use of technical information.

#### COMPETENT

The submission thoroughly explains how the audience for the email affects the use of industry jargon and technical information in the email.

### A3: MESSAGE TIMING:

**NOT EVIDENT**

An explanation of how concerns about message timing, message sensitivity, and message classification may possibly affect the message audience and document distribution plan is not provided.

**APPROACHING COMPETENCE**

The explanation does not address message timing, sensitivity, or classification, or the explanation is inaccurate. Or the explanation does not include how the message timing, sensitivity, and classification affects the message audience or document distribution plan, or *both*.

**COMPETENT**

The submission accurately explains how concerns about message timing, message sensitivity, and message classification may possibly affect the message audience and document distribution plan.

**B: POWERPOINT PRESENTATION:****NOT EVIDENT**

A multimedia presentation is not provided.

**APPROACHING COMPETENCE**

The multimedia presentation does not contain the important contents of the white paper.

**COMPETENT**

The multimedia presentation contains the important contents of the white paper.

**B1: SLIDES:****NOT EVIDENT**

A presentation with a minimum of 5 slides is not provided.

**APPROACHING COMPETENCE**

The presentation either has fewer than 5 slides, is missing the title slide, or *both*.

**COMPETENT**

The presentation has *at least* 5 slides and a title slide.

**B2: VISUAL ELEMENTS:****NOT EVIDENT**

A presentation with a minimum of 2 visual elements is not provided.

**APPROACHING COMPETENCE**

The presentation has fewer than 2 visual elements.

**COMPETENT**

The presentation has 2 or more visual elements.

**B3: AUDIENCE AND TONE:****NOT EVIDENT****APPROACHING COMPETENCE****COMPETENT**

An explanation of how the audience affects the presentation's tone and diction is not provided.

The explanation of how the audience for the presentation affects tone and diction is inaccurate for either tone or diction or *both*.

The explanation accurately addresses how the audience affects *both* tone and diction.

**B4: AUDIENCE AND JARGON:**

**NOT EVIDENT**

An explanation of how the audience affects the use of industry jargon and technical information in the presentation is not provided.

**APPROACHING COMPETENCE**

The explanation of how the audience affects the use of industry jargon or technical information in the presentation is either inaccurate for the use of industry jargon or technical information or *both*.

**COMPETENT**

The submission accurately explains how the audience affected the use of technical information and industry jargon in the presentation.

**C: PANOPTO PRESENTATION:**

**NOT EVIDENT**

An audiovisual recording using Panopto is not provided.

**APPROACHING COMPETENCE**

The Panopto recording is missing either the oral presentation or the multimedia presentation. Or the oral presentation does not adequately cover the information in the multimedia presentation.

**COMPETENT**

The Panopto recording includes *both* the oral presentation and the multimedia presentation, and the oral presentation adequately covers the information in the multimedia presentation.

**D: SOURCES:**

**NOT EVIDENT**

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

**APPROACHING COMPETENCE**

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

**COMPETENT**

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

**E: PROFESSIONAL COMMUNICATION:**

**NOT EVIDENT**

**APPROACHING COMPETENCE**

**COMPETENT**



Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.

## WEB LINKS

[Panopto Access](#)

Site for uploading Panopto videos

[Panopto How-To Videos](#)

[Panopto FAQs](#)

[Panopto Installation](#)