

RPW210 Rhetoric, Culture, & Power

Evaluation: Design for a Better World Screencast (DBWS) project

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

Evaluation Criteria: Content

- # Memos are framed properly, provide appropriate explanation of the submission, provide a link to the video, & request appropriate action regarding the project.
- # Title screen/sequence establishes the topic and author of the DBW.
- # Discussion identifies the problem, explores its complexity, & frames its impact.
- # Discussion presents a coherent understanding the problem—emphasizes the stakeholder ideas, values, & actions (e.g., things people do, say, think, & believe) that create, sustain, & challenge the problem.
- # Discussion proposes an appropriate program of strategies for addressing the problem. Each potential solution is identified by name, & followed by explanations of how it might address the problem. Discussion includes how each solution meets Norman's criteria for assessing good design: meaningful, sustainable, human-centered.
- # Discussion frames how we might assess progress in addressing the problem.
- # Presenter encourages viewers to explore the topic, & provides a starter resource to begin that journey.
- # Screening doc provides enough content to stand on its own, if necessary.
- # The discussion achieves the overarching objective of demonstrating complexity for both the problem identified & the solutions proposed.
- # Screencast draws effectively on external resources to support discussion.
- # Screencast effectively incorporates visual/dynamic content.

Project Evaluation

Total Points (200 possible)	#
Content (80 points possible)	#
Design (80 points possible)	#
Professionalism (40 points possible)	#

Evaluation Criteria: Design & Delivery

- # Memo meets format & layout expectations for the genre.
- # On-screen materials establish & maintain a strong, consistent visual logic.
- # Screencast is consistently well paced & effectively delivered.
- # Screencast audio & video are clear & free of glitches or production problems.

Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled files in the appropriate formats & posted to the designated location(s).
- # Memo demonstrates appropriate professionalism & attention to detail.
- # On-screen materials demonstrate appropriate professionalism & attention to detail.
- # Written & spoken content are grammatically sound, properly punctuated.
- # Written & spoken content are stylistically appropriate (economical, direct), & utilize audience-appropriate terminology.

Evaluation Criteria Key

- 1 exemplary, minor flaws only
- 2 strong, much more successful than not
- 3 evident, would benefit from more revision
- 4 particularly weak, needs significant work
- 5 missing or greatly misunderstood
- na does not apply to this submission