

# RPW210 Rhetoric, Culture, & Power

## Evaluation: Design Autobiography (DA) project

The checklists indicate project elements where your final 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 checklists.) Your score by category appears in the Project Evaluation to the right.

### Evaluation Criteria: Content

- # Memos are framed properly, provide appropriate context & discussion of the project, & request appropriate action regarding the accompanying project.
- # Title effectively frames the essay.
- # Introduction draws readers in, introduces the design, & prepares readers for the essay.
- # Discussion of the design establishes what it is & provides historical context for the author's relationship with it.
- # Discussion explores why the design is meaningful to the author.
- # Author's story about the design complements the discussion well & illustrates the qualities of their relationship with the design.
- # Essay is supported throughout by effective use of meaningful details.
- # Essay is well organized.

### Evaluation Criteria: Quality of Inquiry

- # The discussion achieves the overarching objectives of description, explanation, illustration, & reflection.
- # The essay demonstrates effectively that the author has invested time in exploring their relationship with the design.

### Project Evaluation

Total Points (200 possible)	#
Content (60 points possible)	#
Inquiry (60 points possible)	#
Professionalism (40 points possible)	#
Revision (40 points possible)	#

### Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled files in the appropriate formats & posted to the designated location(s).
- # Memos demonstrate consistent professionalism & attention to detail.
- # DA demonstrates consistent professionalism & attention to detail.
- # Written content is grammatically sound.
- # Written content is stylistically appropriate (economical, intelligent, engaging), & utilizes audience-appropriate terminology.

### Evaluation Criteria: Revision

- # Final submission demonstrates effective response to feedback on V1.
- # Final submission represents continued, effective development & refinement of the essay.

### 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

Notes. ###