

RPW210 Rhetoric, Culture, & Power

Evaluation: Design for a Better World (DBW) 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, & is accompanied by author's name.
- # Introduction draws readers in, introduces the problem, & prepares readers for the essay that follows.
- # Discussion identifies the problem, explores its complexity, & frames its impact.
- # Discussion effectively defines and explains the forces that shape the problem.
- # Discussion proposes appropriate 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 element fits Norman's criteria for good design: meaningful, sustainable, human-centered.
- # Discussion frames how we might assess progress in addressing the problem.
- # Submission effectively links details about the problem, its impact, and strategies for addressing it to external resources.
- # Essay is well organized.

Evaluation Criteria: Quality of Inquiry

- # The discussion achieves the overarching objective of demonstrating complexity for both the problem identified & the solutions proposed.
- # The discussion reflects the author's willingness & ability to go beyond obvious interpretations of the problem, & to explore fresh perspectives on addressing it.

Project Evaluation

Total Points (400 possible)	#
Content (120 points possible)	#
Inquiry (120 points possible)	#
Professionalism (80 points possible)	#
Revision (80 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.
- # DBW 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 prototype version.
- # 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