

## RPW245 Journalistic Writing & Research

### Evaluation: News Cluster 3 (NC3)

---

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

- # Memo is framed properly, provides appropriate context & discussion of the project, & requests appropriate action regarding the accompanying project.
- # Lead story tells a complete, coherent story that effectively presents the focus topic.
- # Complementary story 1 tells an appropriate story that effectively presents the focus topic through its medium (video, audio, photo).
- # Complementary story 1 tells an appropriate story that effectively presents the focus topic through its medium (video, audio, photo).

#### Evaluation Criteria: Design & Delivery

- # Memo meets format/layout expectations for the genre.
- # Story cluster published to the publishing team's online publication space.
- # Digital ink story is professionally presented.
- # Video content is professional, clear, & free of glitches or production issues.
- # Podcast audio is strong, clear, & free of glitches or production issues.
- # Photo essay is professional, properly edited & presented.
- # Images & other visual content is effectively presented.

#### Project Evaluation

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

#### Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled file in appropriate format posted to the designated location.
- # Links in memo & publishing space function properly.
- # Written, audio, & video content are grammatically sound (within acceptable norms for professional presentation).
- # Written, audio, & video content are stylistically appropriate (economical, direct; within acceptable norms for professional presentation), & utilizes audience-appropriate terminology.
- # Images & any other visual content are professionally presented.

---

#### 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. ###