CM220 Unit 9 Assignment Rubric

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| **Unit 9 Assignment Rubric (100 points)** | Points Possible | Points Earned |
| **Content:**   * Presentation has a clear message related to an argument for change in the student’s community or workplace. * Presentation is designed with a specific audience in mind and motivates that audience to take action or change how viewers think about the topic. * Presentation contains 8-10 slides (slide presentation) or lasts approximately 45 seconds to one minute (video) * Presentation shows original thought.   **Deductions:**   * Presentation does not have a clear message/purpose. * Presentation does not target or motivate a specific audience. * Presentation is too brief * Presentation does not show original thought. | 50 |  |
| **Design:**   * Assignment is a slide presentation or video (or permission was granted for another presentation format). * Presentation follows the “good design” rules covered in [Power Point Basics](https://kucampus.kaplan.edu/DocumentStore/Docs11/pdf/WC/KUWC_PowerPoint_Basics_RMHrevisedMPNotes3.pdf). * Presentation includes at least two visuals (photo, table diagram, chart, etc.) * Selected images are appropriate for the message and intended audience.   **Deductions:**   * Assignment does not have an audio or visual component. * Presentation does not follow the “good design” rules covered in [Power Point Basics](https://kucampus.kaplan.edu/DocumentStore/Docs11/pdf/WC/KUWC_PowerPoint_Basics_RMHrevisedMPNotes3.pdf). * Presentation does not include at least two visuals. * Selected images may not be appropriate for the message and intended audience. | 30 |  |
| **Sources:**   * Presentation includes research from at least four reliable sources to support the main message. * Sources, including graphics, are cited in-text and on a references slide. If student submits a video presentation, a separate Word document with the title and reference pages is acceptable. * Sources are appropriate for an academic audience.   **Deductions:**   * Does not cite at least four sources. * Sources may not be cited both in-text and on the references page. * Sources may not be appropriate for an academic audience. | 10 |  |
| **APA, Style and mechanics:**   * Follows APA 6th edition style for citations. * The style is appropriate for the presentation. * Presentation is free of serious errors, including sentence structure errors; grammar, punctuation, and spelling help to clarify the meaning by following accepted conventions of Standard American English.   **Deductions:**   * Does not follow APA 6th edition guidelines for in-text and reference page citations. Style may not be appropriate for the presentation. * Contains sentence structure, spelling, grammar, or punctuation errors. * May not follow conventions of Standard American English. | 10 |  |
| Plagiarism is a violation of the [Academic Integrity Policy](http://catalog.kaplanuniversity.edu/Academic_Integrity_Policy.aspx). Assignments that are plagiarized will receive a “0.” |  |  |
| **Comments:** |  |  |