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:**  |  |  |