### Unit 7 Assignment Rubric

#### Unit 7 Digital Media Project Draft

<table>
<thead>
<tr>
<th>Grade:</th>
<th>Grading Criteria</th>
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| **A: 45–50 points** | - The project is created using a digital media tool to highlight one aspect of the student's tutorial.  
- The project meets the needs and expectations of its audience.  
- The project clearly contributes to the audience's understanding of the tutorial's topic.  
- The project design is clear and effective, and conveys an appropriate tone.  
- The project shows original thought and insight about the topic.  
- The project employs Standard American English and has no typographical errors. |
| **B: 40–44.5 points** | - The project is created using a digital media tool, though it may not be entirely clear how it highlights one aspect of the student’s tutorial.  
- The project mostly meets the needs and expectations of its audience.  
- The project contributes to the audience's understanding of the tutorial's topic, though one aspect may be unclear.  
- The project design is clear and effective, though the tone may not be appropriate for the audience in some areas.  
- The project mostly shows original thought and insight about the topic.  
- The project mostly employs Standard American English and has few typographical errors. |
| **C: 35–39.5 points** | - The project is created using a digital media tool, though it may not effectively highlight one aspect of the student’s tutorial.  
- The project meets the needs and expectations of its audience in some areas.  
- The project contributes to the audience's understanding of the tutorial's topic, though several aspects may be unclear.  
- The project design is overwhelming or conveys an inappropriate tone in some areas.  
- The project shows some original thought and insight about the topic. |
- The project employs Standard American English, though has errors that do not interfere with understanding the content.

**D: 30–34.5 points**

- The project was not created with a digital media tool (e.g., presents text in a Word document).
- The project does not highlight one aspect of the student’s tutorial.
- The project meets the needs and expectations of its audience in some areas.
- The project does not clearly contribute to the audience’s understanding of the tutorial's topic.
- The project design is overwhelming or conveys an inappropriate tone.
- The project lacks original thought and insight about the topic.
- The project does not employ Standard American English; the project has errors that interfere with understanding the content.

**F: 0–29.5 points**

- The project does not reflect the student’s tutorial topic.
- The project does not provide any original thought or insight.
- The project is incomprehensible throughout.
- The project contains characteristics of plagiarism.