

TC 151
Rubric, **REDESIGN**

Student's name: _____

The analysis section is the appropriate length (5) _____

The ad/image is in the analysis described amply to give the reader a clear image of it without "seeing" it (7) _____

The analysis section amply describes the image's original context and original intended audience (7) _____

The plan for revision of the ad/image is sufficiently described (7) _____

The analysis effectively uses terminology from the course to analyze and examine the image/ad (13) _____

The original image is included in a clear way (5) _____

The revised image is clear and complete (7) _____

The revised image represents an improvement on the original based on the problems/concerns identified in the analysis (10) _____

GRAMMAR AND STYLE:

Comma-splices (2) _____

Other run-on sentences (2) _____

Subject-verb agreement (2) _____

Spelling and word-choice (2) _____

Overall clarity of sentences (8) _____

The memo/essay has been thoroughly proofread (2) _____

FORMAT:

The paper follows standard memo format guidelines (5) _____

The memo has useful and appropriately developed sections (5) _____

PEER REVIEWS:

Student turned in peer reviews at the end of class on Monday (1) _____

Student's peer reviews are thoughtful and thorough (10) _____

TOTAL POINTS RECEIVED (out of 100 possible):