

# English 282: Multimodal Composition for the Web

## Visual Factsheet Grading

During Tuesday's class (11/10), students proposed the following criteria for assessing the visual factsheet. Some criteria apply to both the visual PSA and the factsheet, while others apply to one component of the assignment.

### General Criteria

Together, the visual PSA and factsheet:

- Effectively appeal to logos, pathos and ethos
- Have clear links to each other—the visual PSA is rooted in evidence presented on factsheet and factsheet expands upon the visual PSA's message and action
- Are tailored to intended audience(s) in terms of language, content, choice of modes, and tone of visuals and linguistic information
- Explore a relevant public service issue
- Demonstrate research in audience characteristics (demographics, behavior, expertise, etc.) and the public service issue
- Include all required content

### Visual PSA Criteria

The visual PSA:

- Engages a specific audience, purpose, context and set of genre conventions
- Communicates a clear, accurate, persuasive central issue/message and action
- Effectively uses design elements--emphasis, contrast, organization, alignment, proximity—to create visual appeal, contribute to appeals, and underscore message and action
- Ethically uses/modifies images incorporated from other creators

### Factsheet

The factsheet:

- Provides current, relevant, comprehensive information on public service issue
- Ethically uses research data and properly cites all resources used for creating both the visual PSA and factsheet

## Grade Sheet

I will use the following grade sheet to assess performance on the criteria we outlined. Note that I've combined some criteria to streamline the grade sheet.

GENERAL CRITERIA	STRONG	GOOD	ADEQUATE	POOR	MISSING
Appeals					
Cohesiveness					
Audience awareness					
Relevance					
Use of research					
Completeness					
<b>VISUAL PSA CRITERIA</b>					
Attention to rhetorical situation					
Message and action					
Design					
Ethical image use					
<b>FACTSHEET CRITERIA</b>					
Quality of information					
Ethical data use and citation					

### Point Ranges

- 18-20 points: A range (3.5-4.0)
- 13-17 points: B range (2.5-3.4)
- 8-12 points: C range (1.5-2.4)
- 3-7 points: D range (.7-1.4)
- 0-2 points: F range (0-.6)