

English 282: Multimodal Composition for the Web Website Revision Pitch/Mock-Up Grading

During Thursday's class (10/15), we agreed to the following criteria for assessing the site revision pitch and mock-up.

Information Criteria

The presentation:

- Identifies the site to be revised
- Includes all required content
- Fully outlines a clear, feasible, substantial plan for site revision
- Is logically structured
- Insightfully describes the current site's rhetorical situation and explains how the site ineffectively engages its rhetorical situation
- Analyzes how the proposed site revision effectively engages the rhetorical situation—particularly how it better serves the purposes and audiences defined by the group—improves the user experience, operates more efficiently, and looks more aesthetically pleasing
- Provides persuasive evidence for analysis of current and revised sites

Delivery Criteria

The presenters:

- Speak clearly and confidently; presentation demonstrates careful preparation and practice
- Follow well-organized group logistics
- Equally share speaking duties
- Sufficiently answer audience questions
- Provide engaging, informative visuals connected to ideas presented

Contract Criterion

- Each presenter fulfills group contract requirements

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.

CONTENT CRITERIA	STRONG	GOOD	ADEQUATE	POOR	MISSING
Revision plan					
Supported analysis of current site					
Supported analysis of planned revisions					
Structure					
Completeness					
DELIVERY CRITERIA					
Visuals					
Speech, preparation					
Group logistics					
Q & A					
CONTRACT CRITERION					
Contract fulfilled					

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)