

GROUP PROJECT EVALUATION: ART 279 RUBRIC

TEAM:

Dimensions	3 pt Exemplary	2 pt Competent	1 pt Developing
CREATIVE PITCH: PUBLIC SPEAKING	Presenter(s) deliver creative pitch with confidence, clarity and effectiveness	Presenter(s) had a few problems with material or public speaking skills during the creative pitch	Presenter(s) mumbled, had poor eye contact, and/or seemed unfamiliar with their creative pitch
CREATIVE PITCH: USE OF TECHNOLOGY	Presenter(s) handled presentation technology smoothly, with competence, evidence of practice	Some technical problems effected the pitch, showed lack of preparation or practice	Presenter(s) fumbled with presentation technology to the point of distraction, dominating presentation
CREATIVE PITCH: USE OF 3 MEDIA	Presenter(s) made effective use of at least 3 media to communicate message (video, print, audio)	Presenter(s) could have used a wider variety of media more effectively or used it with more balance	Presenter(s) used only 1 or 2 media approaches, inappropriately or ineffectively and/or incompletely
CREATIVE PITCH: ORGANIZATION	Pitch flowed in logical manner	Pitch had some problems with organization and/or omissions	Poor organization and/or omissions dominate presentation resulting in confusion
CREATIVE PITCH: INCLUSIVENESS	Pitch allowed each member of the group to be represented	Some imbalance is apparent in the use of group skills or talents, not insurmountable	One person dominated the project or presentation, to the exclusion of others in the group.
CREATIVE BRIEF: PROJECT NOTEBOOK	Records are complete, organized and show effort from all members of the group	Records are a little disorganized, may be incomplete or show only one person's efforts	Records are missing, haphazardly done or show lack of care and planning
CREATIVE BRIEF: DIGITAL ASSETS	Digital assets/files are well organized, named, stored; easy for others to understand	Digital assets mostly organized; showed problems with file names, locations	Project assets chaotically stored, named or are missing.
CREATIVE BRIEF: QUALITY	Project was free of technical flaws (spelling errors, omissions, missing files)	Project had some errors and omissions but still functions fairly well	Errors and flaws dominated project and presentation
CREATIVE BRIEF: COLLATERAL MATERIAL	Collateral material was professionally executed and delivered, used powerfully	Collateral material was present but could have been used more effectively	Collateral material was absent or used inappropriately/ineffectively
CREATIVE BRIEF: EMOTION	Message uses emotion, passion, intimacy effectively	Message centers on fact, logic and/or traditional strategies to communicate with audience	Message is unclear, unfocused and confusing.
CREATIVE BRIEF: MESSAGE/POSITIONER	Message is tuned appropriately to intended audience	Message seems a little off for its intended audience, could be more targeted, tuned in.	Audience is not taken into consideration, is off-topic or misses the mark entirely.
COMMUNICATION: INDIVIDUAL	Took advantage of technology to communicate regularly with instructors throughout the term.	Used technology to communicate inconsistently or intermittently.	Failed to respond to instructor prompts, E-mails or other means of communication.
COMMUNICATION: GROUP	Effective communication and collaboration between team members is evident	Communication between members results in a few problems throughout project	Group communication suffered; members did not use tools to communicate with each other
COMMUNICATION: WEB TECHNOLOGIES	Used web-based technologies to post, disseminate, collect, critique and communicate effectively	Used web-based technologies to post, disseminate, collect, critique and communicate intermittently	Failed to use web-based technologies to post, disseminate, collect, critique and communicate effectively
TOTAL POINTS:			

42- 38 = A

37 - 32= B

31 - 27= C

26-22= D

21 - 0 = F