

Assessment of Use of Multiple Media for Communication

Learning outcome:

Students will achieve the ability to communicate in several media. –Students must be able to employ current technologies and methodologies to create communication for specific audiences for the purposes of informing, creating, and persuading in at least three of the following media: audio, video, text, design, web, social media, storytelling through multiple still images, and other emerging media.

Means of Assessment: Each student will submit a portfolio of advanced work in communication, demonstrating proficiency in at least three media of communication. The portfolio will be assessed with this rubric.

Characteristics	Excellent (5 - 6)	Satisfactory (3 - 4)	Unsatisfactory (<3)	Score
Successfully used media to communicate intended ideas	Use of media facilitates transmission of ideas. The content of the communication is easily understood and the type of technology selected to convey the communication is appropriate.	Use of media is adequate to understand most of the ideas. Some communication is not totally clear.	Use of media interferes with the transmission of ideas. Some things are impossible to understand. The content should be conveyed with a different technology.	
Media projects are of professional quality	The project is sufficiently professional to become part of an employment portfolio.	The student has not used media to fullest advantage. The project shows competence but not mastery.	The student has not used media beyond the most rudimentary level. The project is not polished enough to become part of an employment portfolio.	
Evaluation of text-based portfolio piece	Piece written very well. Has a clear focus and purpose. Uses correct conventions. Well organized. Effective style. Intended audience could easily understand content.	Piece acceptable but not exceptional. Not well focused or organized. Some mistakes in style and convention. Intended audience may have some difficulty understanding piece.	Piece not acceptable. Not focused or well organized. Many mistakes in style and convention. Difficult for intended audience to comprehend.	
Evaluation of video portfolio pieces	Strong storytelling. Audio and video quality very good. Content easy for intended audience to understand.	Piece could use some revision in storytelling or video/audio quality. Intended audience may have some difficulty understanding piece.	Piece not acceptable. Hard to follow with poor quality video/audio. Difficult for intended audience to comprehend.	

Characteristics	Excellent (5 - 6)	Satisfactory (3 - 4)	Unsatisfactory (<3)	Score
Evaluation of audio portfolio pieces	Strong storytelling. Audio quality very good. Content easy for intended audience to understand.	Piece could use some revision in storytelling or audio quality. Intended audience may have some difficulty understanding piece.	Piece not acceptable. Hard to follow with poor audio quality. Difficult for intended audience to comprehend.	
Evaluation of photography portfolio piece	Photo tells a story that the intended audience can easily understand. Very well composed shot with great photographic technique.	Photo could use some work to increase the quality. Composition and techniques lacking. Intended audience may have some difficulty understanding piece.	Photo not acceptable. Composition and techniques poor. Audience would have a difficult time getting the message from this photo.	
Evaluation of web portfolio piece	Tells a story that the intended audience can easily understand. Very well conceived and executed.	Tells a story that the intended audience might have some difficulty understanding. Needs some work with the concept or execution.	Tells a story that the intended audience will have difficulty understanding. Needs major work with the concept or execution.	
Evaluation of other media portfolio piece	Tells a story that the intended audience can easily understand. Very well conceived and executed.	Tells a story that the intended audience might have some difficulty understanding. Needs some work with the concept or execution.	Tells a story that the intended audience will have difficulty understanding. Needs major work with the concept or execution.	
Evaluation of other media portfolio piece	Tells a story that the intended audience can easily understand. Very well conceived and executed.	Tells a story that the intended audience might have some difficulty understanding. Needs some work with the concept or execution.	Tells a story that the intended audience will have difficulty understanding. Needs major work with the concept or execution.	
Comment & Score:				

Student _____ Assessor _____ Date _____ Score _____