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GRADING RUBRICS FOR BOOKENDS:
CONNECTING COMMUNICATION AND COMMUNITY FROM GATEWAY TO CAPSTONE

Bookend 1: Grading Criteria

The following two pages provide the two assessment forms used in evaluating the Bookend 1 assignment: 1) a form for grading the group project presentation, and 2) the peer evaluation form the students are asked to fill out.

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Bookend 1: Group Project Presentation Grading Criteria	Points Earned/Comments
Structure (25 points)	
❖ Effective opening (attention getter, preview, establishes credibility, sets up project in relationship to assigned Communication Studies context)	
❖ Effective transitions	
❖ Logical sequence of main points	
❖ Effective conclusion	
Content (30 points)	
❖ Information presented is valuable and relevant to the class	
❖ Information presented is accurate	
❖ Information presented is consistent with the stated parameters/requirements of the assignment	
❖ Claims were supported with convincing and appropriate evidence	
❖ Concepts from the text related to the assigned Communication context were effectively used to describe and analyze the project	
Delivery (25 points)	
❖ Individuals presented materials effectively (appropriate eye contact, vocal delivery, physical delivery, confident delivery)	
❖ Presentation was engaging/kept the class's attention	
❖ The group seemed well prepared and in charge of the presentation	
❖ AV materials were integrated effectively into the presentation	
Collaboration(20 points)	
❖ All group members participated equally in the presentation	
❖ Individual sections fit together well	
❖ Individuals worked from one another's ideas (it should feel like a group presentation, not 5 individual presentations)	

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Bookend 1: Group Project Peer Evaluation Form

Candidly and honestly evaluate the contributions made by each individual in your small group. Begin by writing the names of each group member **including yourself** in the spaces provided along the top of the matrix. Then, write the number that best describes each individual's performance on each of the five items below using this scale:

5=Outstanding 4=Good 3=Average 2=Poor 1=Very Poor 0=None

NAMES →					
Contributions to content (well prepared for meetings, supplied information and ideas, reasoned critically)					
Contributions to efficient group procedure (setting agendas, keeping the group on track, fulfilling task roles in the group)					
Degree of cooperation (listened well, was responsible, was group centered and open-minded)					
Degree of participation (attended meetings regularly, participated in planning, was a reliable group member)					
Overall value to the group					

Now I want you to imagine that the total effort put out by your group to complete this project would equal a value of 100 points. Divide those 100 points up to represent the amount of effort contributed by each individual in the group. For example, if all of the work was completed by one person, that individual would receive 100 points, and all other group members would receive 0. If the work was evenly divided in a 5-member group, each individual would receive 20 points.

Names

Points (should total 100)

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Bookend 2: Grading Criteria

Your application analysis paper is worth 100 points and will be graded according to the following criteria:

A paper will receive an A (90-100 points) if it:

- makes an insightful argument about the assigned topic,
- supports that argument with logical and well-developed arguments,
- supports the thesis and arguments with compelling evidence,
- insightfully uses concepts/theories from the textbook or class discussion to build the argument,
- is well written.

A paper will receive a B (80-89 points) if it has minor problems in any of the above criteria.

A paper will receive a C (70-79 points) if it has major problems in any of the above areas or minor problems in several of them.

A paper will receive a D (60-69 points) if it has major problems in more than one area.