TC 151 Rubric, **REDESIGN**

Student's name: _____

The analysis section is the appropriate length	(5)
The ad/image is in the analysis described amply to give the reader a clear image of it without "seeing" it	(7)
The analysis section amply describes the image's original context and original intended audience	(7)
The plan for revision of the ad/image is sufficiently described	(7)
The analysis effectively uses terminology from the course to analyze and examine the image/ad	(13)
The original image is included in a clear way	(5)
The revised image is clear and complete	(7)
The revised image represents an improvement on the original based on the problems/concerns identified in the analysis	(10)
GRAMMAR AND STYLE: Comma-splices Other run-on sentences Subject-verb agreement Spelling and word-choice Overall clarity of sentences The memo/essay has been thoroughly proofread	(2) (2) (2) (2) (8) (2)
FORMAT: The paper follows standard memo format guidelines The memo has useful and appropriately developed sections	(5) (5)
PEER REVIEWS: Student turned in peer reviews at the end of class on Monday Student's peer reviews are thoughtful and thorough	(1) (10)

TOTAL POINTS RECEIVED (out of 100 possible):