

Evaluation adapted from Dr. Katie Holt's FYS: Encounters & Identities in Latin America Wooster Encounters Project

The **A video project** makes an compelling argument that is persuasive which demonstrates creativity and skills gained throughout the project process. Critically, the A video project not only demonstrates a concerted effort on the part of the student but a well-developed project that communicates successfully through various media types.

<i>Persuasiveness in Argument</i>	You present an interesting, thoughtful argument.
<i>Relevance:</i> Does your project make compelling, well-supported links to course themes?	You draw on specific, insightful examples documented in your sources, and thoughtfully explain these in relationship to your larger argument.
<i>Creativity:</i> Does your project demonstrate creativity in using audio, video, and images?	Your project is creative and compelling, and takes full advantage of the possibilities of multimodal communication.
<i>Written Communication:</i> Is your project well written?	Your script is well written with a well-organized structure, a logical presentation of ideas, and clear and precise language.
<i>Visual Communication:</i> Does your video demonstrate a range of visual techniques?	Your video is constructed with careful attention to aesthetics, composition, and communication.
<i>Digital Literacy:</i> Does your project demonstrate a mastery of the digital tools employed?	Your project is polished with audio, video, and images to tell a compelling story.
<i>Professionalism & Attention to the Project Guidelines:</i>	You've completed all of the required aspects of the course deadlines. Including but not limited to creating posts, meetings with the faculty member, rough drafts, etc.

The **high B video project** has similar components to an A video project but is hindered by clarity, analysis, structure, and use of technology in the project. Overall, a student receiving a high B developed a project that is well-executed but has a simpler argument and less variety in technology/media.

<i>Persuasiveness in Argument</i>	Mostly, you present a clear overview of your argument.
<i>Relevance:</i> Does your project make compelling, well-supported links to course themes?	Mostly, you use concrete, relevant examples from your sources, and clearly explain how they relate to your larger argument.
<i>Creativity:</i> Does your project demonstrate creativity in using audio, video, and images?	Mostly, your project demonstrates a creative use of multimedia elements but does not fully take advantage of the aspects of multimodal communication.
<i>Written Communication:</i> Is your project well written?	Mostly, your script is well-organized, with minor issues of clarity and/or language.
<i>Visual Communication:</i> Does your video demonstrate a range of visual techniques?	Mostly, your video demonstrates a range of visual techniques.
<i>Digital Literacy:</i> Does your project demonstrate a mastery of the digital tools employed?	Mostly, you show a good command of digital tools to communicate your ideas.
<i>Professionalism & Attention to the Project Guidelines:</i>	You've completed all of the required aspects of the course deadlines. Including but not limited to creating posts, meetings with the faculty member, rough drafts, etc.

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The **B video project** addresses the overall assignment and attempts to create a compelling project with a complex argument. The B video project, though, is hindered by clarity, analysis, structure, use of technology, and overall execution of the project.

<i>Persuasiveness in Argument</i>	Your argument is lacking in clarity, analysis, and overall structure but a strong attempt was made to provide one.
<i>Relevance:</i> Does your project make compelling, well-supported links to course themes?	You use a limited variety of sources and examples. Sometimes the connections to course themes are not always apparent.
<i>Creativity:</i> Does your project demonstrate creativity in using audio, video, and images?	Your project utilizes a number of audio, video, and images but they lack in variety. Your project could have demonstrated greater creative use of these elements within the project.
<i>Written Communication:</i> Is your project well written?	Overall, your script is well written but in areas it is hindered by the structure, the presentation of ideas, and your language.
<i>Visual Communication:</i> Does your video demonstrate a range of visual techniques?	Your video overall is satisfactory in details in aesthetics, composition, and communication.
<i>Digital Literacy:</i> Does your project demonstrate a mastery of the digital tools employed?	Your project could have used finer details in utilizing audio, video, and images to tell a compelling story.
<i>Professionalism & Attention to the Project Guidelines:</i>	You've completed all of the required aspects of the course deadlines. Including but not limited to creating posts, meetings with the faculty member, rough drafts, etc.

The **low B video project** demonstrates an effort to address the overall assignment but the argument is underdeveloped and is overall lacking in analysis and interpretation.

<i>Persuasiveness in Argument</i>	Your argument is underdeveloped and is overall lacking in analysis and interpretation.
<i>Relevance:</i> Does your project make compelling, well-supported links to course themes?	You draw on some specific examples documented in your sources but it lacks the interpretation to explain these in relationship to your larger argument.
<i>Creativity:</i> Does your project demonstrate creativity in using audio, video, and images?	Your project demonstrates some creativity but does not take full advantage of the possibilities of multimodal communication.
<i>Written Communication:</i> Is your project well written?	Your script overall is logical but often jumps from one point to the next. The argument is simplistic and demonstrates a predictable structure.
<i>Visual Communication:</i> Does your video demonstrate a range of visual techniques?	Your video demonstrates some visual techniques but otherwise is basic.
<i>Digital Literacy:</i> Does your project demonstrate a mastery of the digital tools employed?	Your project attempts to make a compelling story but the project demonstrates a lack of mastery of the tools in multiple areas.
<i>Professionalism & Attention to the Project Guidelines:</i>	You've completed most of the required aspects of the course deadlines but have missed one or two assignments.

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The **C video project** demonstrates a satisfactory effort but lacks in argumentation and the other required aspects of the assignments.

<i>Persuasiveness in Argument</i>	Somewhat, you present interesting examples, but the presentation is not fully developed or clear.
<i>Relevance:</i> Does your project make compelling, well-supported links to course themes?	Somewhat, you use some examples from your sources to support your narrative.
<i>Creativity:</i> Does your project demonstrate creativity in using audio, video, and images?	Somewhat, the use of audio and video are straightforward with little incorporation of the aspects of multimodal communication.
<i>Written Communication:</i> Is your project well written?	Somewhat, there are some significant writing issues that make the communication of your ideas less effective.
<i>Visual Communication:</i> Does your video demonstrate a range of visual techniques?	Somewhat, the composition of your piece could be stronger.
<i>Digital Literacy:</i> Does your project demonstrate a mastery of the digital tools employed?	Somewhat, there are issues which undermines the effectiveness of your project.
<i>Professionalism & Attention to the Project Guidelines:</i>	Somewhat, you're missing more than 3 of the deadlines and the required assignments.

The **D/F video project** fails to address the project assignment. The F project especially fails to meet all of the requirements

<i>Persuasiveness in Argument</i>	No, your project doesn't really respond to the assignment prompt.
<i>Relevance:</i> Does your project make compelling, well-supported links to course themes?	No, the link between your sources and your narrative is less clear.
<i>Creativity:</i> Does your project demonstrate creativity in using audio, video, and images?	No, there are significant missed opportunities to strengthen your project.
<i>Written Communication:</i> Is your project well written?	No, there are significant writing issues that undermine the communication of your ideas.
<i>Visual Communication:</i> Does your video demonstrate a range of visual techniques?	No, your video does not take advantage of the visual possibilities.
<i>Digital Literacy:</i> Does your project demonstrate a mastery of the digital tools employed?	No, you have significant technological issues that demonstrate a lack of mastery which weakens your project.
<i>Professionalism & Attention to the Project Guidelines:</i>	No, your assignments are incomplete and/or compiled primarily during the last weeks of the semester.