Scoring Guide for Case 1, Task 3: Create Effective Graphics and Speaker’s Notes

Name: Date:

Course & Section:

Deliverables: **Multiple graphics and speaker’s notes**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| **Graphics** | | | |
| Uses an appropriate type of graphics given the two arguments the speaker wants to make. |  | x 2 |  |
| Features effective graphics with clear purposes, uncluttered designs, and manageable amounts of information. Graphics follow standard conventions. |  | x 4 |  |
| Includes number and descriptive title for each graphic. |  | x 1 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 1 |  |
| **Speaker’s notes** | | | |
| Includes sufficient background information so that the audience can understand APR scores. |  | x 3 |  |
| Uses an organization pattern that reflects the order in which the graphics will be discussed and refers to each graphic by number. |  | x 2 |  |
| Introduces the audience to the purpose and layout of each graphic, including how to interpret it. |  | x 3 |  |
| Emphasizes and draws the audience’s attention to the most important data relevant to the speaker’s purpose. |  | x 3 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 1 |  |
| Total Points for Assignment  (100 points possible) | | |  |
| Comments: | | | |

What Your Scores Indicate

|  |  |  |
| --- | --- | --- |
| Score | Key Word | Comments |
| 5 | Outstanding | Demonstrates a **high degree of competence**, sustained control, and mastery of the element. May have occasional minor flaws. |
| 4 | Strong | Demonstrates **clear competence**. An element with a score of 4 is not as skillfully controlled as an element with a score of 5 and may contain minor flaws that can be fixed or overcome without much trouble. |
| 3 | Adequate | Demonstrates **adequate competence** and control but with occasional lapses in quality. |
| 2 | Limited | Demonstrates **some competence** but is clearly flawed. A score of 2 indicates more frequent or more apparent lapses than those described for a score of 3. |
| 1 | Flawed | Demonstrates **serious weaknesses**. |
| 0 | Missing | Required element is not included. |