

Name: \_\_\_\_\_

### Digital Media Research Project Rating Rubric

Criterion	5	4	3	2	1	Score
<b>Does the report include sufficient explanations of the main points and avoid lengthy discussions about issues not directly related to the point of the paper? Does each section meet its purpose?</b>	The report explains the main points clearly. Each section meets its purpose well: the introduction clearly illustrates the significance and purpose of the study; the methodology accurately explains all the materials and methods; the results and discussion sufficiently describes and discusses the findings; and the conclusion adequately summarizes the findings and the implications of the study.		The report generally explains the main points, and all but 1 or 2 sections meet their purpose well. Some sections, however, may include inconsequential or irrelevant details and explanations.		The report fails to include sufficient explanation of the main points and as a result, does not illustrate the significance of the study at all. Moreover, several sections discuss irrelevant points and do not meet the purpose well.	
<b>Is the style of the report appropriate for the subject matter? Is it appropriate for the publication's audience? Is it appropriate for the type of research you are doing?</b>	The report uses appropriate vocabulary and terms associated with the subject matter and the type of research. It is evident that the writer is aware of his/her audience.		Although the writing is adequate, some inappropriate vocabulary and terms are present. These expressions indicate some lack of awareness of the audience or this type of research writing.		The writer fails to connect with the audience and does not seem to be aware of the style this type of research requires. Inappropriate vocabulary and use occur frequently.	
<b>Are outside sources accurately documented? Does the report follow style guidelines carefully?</b>	The report is properly formatted, using the approved style. All citations have been included, and the reference page is properly formatted.		1 or 2 aspects of the report guidelines have been violated. The citation format or reference page contains 1 or 2 minor errors, or 1 citation has been omitted.		More than 2 of the report guidelines have been violated. More than 2 minor errors occur in the citation format or reference page, or 2 or more citations have been omitted.	
<b>Does the report show evidence of clear organization? Does the report include all necessary sections? Is it easy for the reader to follow and understand the report?</b>	The report is organized in a clear, logical manner. It includes all necessary sections and thoughtful use of transitions; the reader is able to progress through and understand the report well.		The report shows evidence of planning by the author. The overall organization of the report is generally sound but sometimes hinders the development of each idea and section. There are also some rough transitions or occasional redundancies.		The organizational structure of the report breaks down in several places; issues and arguments are presented somewhat randomly. Connections between ideas are confusing or absent.	
<b>Has the report been carefully edited (grammar problems, spelling mistakes, proper use of punctuation, and typing mistakes identified and corrected)?</b>	The report demonstrates competence in English and knowledge of the writer's subject through careful word choices. Sentences are constructed skillfully and purposefully. Overall, the report is written at the level expected for publication.		The writer shows reasonable control of standard writing conventions. The few problems with grammar and usage are not serious and do not detract from readability of the paper. Word choice and sentence construction acceptably express the ideas of the report.		Repeated errors distract the reader and make it difficult for the readers to follow the author's ideas. Words are often nonspecific, distracting, or subject to interpretation, or misused. Errors in grammar and usage are very noticeable and often affect meaning.	

A      B      C      D      F  
 25    20    15    10    5

Overall Score: \_\_\_\_\_