

MEDIATHREAD CRITERIA	Exceptional (5 pts)	Proficient (4 pts)	Satisfactory (3 pts)	Needs Improvement (2 pts)	Unsatisfactory (1 pt)
1. CONTENT	Composition consistently supports arguments with details, reasons and with evidence from the primary media source.	Composition often supports arguments with details, reasons and with evidence from the primary media source.	Composition sometimes supports arguments with details, reasons and with evidence from the primary media source.	Composition rarely supports arguments with details, reasons and with evidence from the primary media source.	Composition does not support arguments with details, reasons and with evidence from the primary media source.
2. PURPOSE	Composition has a clear purpose, shows deep audience-awareness, and addresses audience's needs and expectations effectively.	Composition has a central purpose, shows general audience-awareness, and appropriately addresses audience's needs and expectations.	Composition purpose is sometimes unclear, however shows general audience-awareness, and satisfactorily addresses audience's needs and expectations.	Composition may lack purpose and audience-awareness, and does not adequately address the audience's needs or expectations.	Composition lacks purpose and direction; does not exhibit audience-awareness; does not use design and media effectively to meet audience needs or expectations.
3. CRITICAL THINKING	Compositions consistently demonstrate use of critical thinking skills and evidence of analysis, synthesis, and evaluation.	Compositions often demonstrate use of critical thinking skills and evidence of analysis, synthesis, and evaluation.	Compositions sometimes demonstrate use of critical thinking skills and evidence of analysis, synthesis, and evaluation.	Compositions rarely demonstrate use of critical thinking skills and evidence of analysis, synthesis, and evaluation.	Compositions do not demonstrate use of critical thinking skills and evidence of analysis, synthesis, and evaluation.
4. CONNECTIVITY	Examples within the composition consistently demonstrate an integration of concepts and principles from class discussions and readings.	Examples within the composition often demonstrate an integration of concepts and principles from class discussions and readings.	Examples within the composition sometimes demonstrate an integration of concepts and principles from class discussions and readings.	Examples within the composition rarely demonstrate an integration of concepts and principles from class discussions and readings.	Examples within the composition do not demonstrate an integration of concepts and principles from class discussions and readings.
5. DIGITAL SKILLS	The audio and visual files are distortion free. There are not any technical problems in viewing the student's media and composition, and none of a serious nature. Use of media consistently shows understanding of Mediathread conventions, including use of titles, tags, and notes.	The audio and visual files are mostly distortion free. There are few technical problems in viewing the student's media and composition, and none of a serious nature. Use of media often shows understanding of Mediathread conventions, including use of titles, tags, and notes.	The audio and visual files are sometimes distortion free. There are few technical problems in viewing the student's media and composition, and none of a serious nature. Use of media shows an adequate understanding of Mediathread conventions, including use of titles, tags, and notes. There are few technical problems.	Audio and visual files may have some distortion but it doesn't distract the instructor. There are some technical problems, but the instructor is able to follow the composition or assignment response. Use of media is inconsistent with instructor's expectations and shows a limited understanding of Mediathread conventions, including use of titles, tags, and notes.	Audio and visual files contain significant distortion. Technical difficulties seriously interfere with the instructor's ability to see, hear, or understand content of the compositions including the selections made from the media files. Use of media does not show an understanding of Mediathread conventions, such as the use of titles, tags, and notes.

<b>6. CLARITY / MECHANICS</b>	The composition is consistently clear, concise, and easy to understand. Standard grammar and spelling are consistently used. High-quality multimedia is consistently included which enhances and clarifies the content of the composition.	The composition is often clear, concise, and easy to understand. Standard grammar and spelling are used most of the time. High-quality multimedia is often included which enhances and clarifies the content of the composition.	The composition is sometimes clear, concise, and easy to understand. Standard grammar and spelling are sometimes used. High-quality multimedia is often included which enhances and clarifies the content of the composition.	The composition is rarely clear, concise, and easy to understand. Standard grammar and spelling are rarely used. High-quality multimedia is rarely included which detracts from and obfuscates the content of the composition.	The composition is not clear, concise, or easy to understand. Standard grammar and spelling are not used. High-quality multimedia is not included which detracts from and obfuscates the content of the composition.
<b>7. MULTIMEDIA EVIDENCE</b>	Primary and/or secondary sources including embedded hyperlinks, items, and item selections are consistently selected, integrated, and cited properly and work to further the overall composition while exceeding the instructor's expectations.	Primary and/or secondary sources including embedded hyperlinks, items, and item selections are often selected, integrated, and cited adequately, are valid, and generally work to further the overall composition while satisfying the instructor's expectations.	Primary and/or secondary sources including embedded hyperlinks, items, and item selections, are sometimes properly selected, integrated, or cited, and sometimes work to further the argument, but not always.	Primary and/or secondary sources including embedded hyperlinks, items, and item selections, are rarely properly selected, integrated, or cited, and do not work to further the argument. Instructor expectations are not met.	Primary and/or secondary sources including embedded hyperlinks, items, and item selections, are not properly selected, integrated, or cited within the composition. Media selected is of low-quality and/or does not enhance or clarify the content of the composition. Instructor expectations are not met.
<b>8. REVISIONS AND FEEDBACK</b>	Composition shows close engagement with the writing process and substantial revisions, including multimedia support and selections, based on personal reflection and peer and/or instructor feedback.	Composition shows significant engagement with the writing process and contains purposeful revisions, including multimedia support and selections, based on personal reflection and peer and/or instructor feedback.	Composition shows moderate engagement with the writing process and contains some revision, including multimedia support and selections, based on personal reflection and peer and/or instructor feedback.	Composition shows minimal revisions, including multimedia support and selections, since the first draft and does not show understanding of revision based on personal reflection and peer and/or instructor feedback.	Composition shows no revisions, including multimedia support and selections, since the first draft. Composition does not show an understanding of revision based on personal reflection and peer and/or instructor feedback.
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