

# FINAL PROJECT: STORY PORTFOLIO

## *Final score*

	GENERAL	BIG IDEA	TALK OUTLINE	PRESENTATION	POLICY BRIEF	OP-ED	BLOG POST	THREAD	TWEET	TOTAL
POSSIBLE SCORE	2	8	20	50	40	30	30	10	10	200
YOUR SCORE										

## *General requirements*

EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
2	1	0		
You compiled all your story forms into a single, easy to navigate PDF. You included a citation and a well-written summary of your article. There are minimal grammatical errors.	Your final project consists of several documents. You are missing a citation or a summary of your article. There are several grammatical errors.	Your final project consists of many separate documents and is difficult to navigate. You do not have a citation or summary. There are many grammatical errors		
<b>SUBTOTAL</b>				
2 POINTS				

## *Big idea*

EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
8 7 6	5 4 3	2 1		
Your big idea articulates your unique point of view, conveys what's at stake, and is a complete sentence.	Your big idea is either generic, fails to convey what's at stake, or is multiple sentences.	Your big idea is generic, fails to convey what's at stake, and is poorly written.		
<b>SUBTOTAL</b>				
8 POINTS				

## Outline for a 60-minute talk

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
<b>TECHNICAL THINGS</b> 2 POINTS	2 You wrote a detailed outline for a 60-minute talk. You included a detailed memo describing your outline, your audience analysis, and your strategy for creating resonance.	1 The outline for your talk is barebones, but still understandable. You omitted some of the required topics in the memo.	0 The outline for your talk is difficult to understand and does not tell a story on its own. You omitted many of the required topics in the memo.		
<b>AUDIENCE ANALYSIS</b> 6 POINTS	6 5 You appropriately and clearly define your main audience, the segments of that audience, and the benefits and risks for each of those segments. Your talk reflects your the needs of various segments and addresses their benefits and/or risks.	4 3 You define your audience, but its segments are indistinct or overlap. It is not clear what the exact benefits or risks are for each of the segments. Your talk is tangentially connected to audience needs.	2 1 You do not clearly define your audience, segments, and/or benefits and risks. Your talk is generic and not connected to audience needs.		
<b>STORY &amp; RESONANCE</b> 12 POINTS	12 11 10 Your talk is clearly designed to guide your audience on a journey. You have a definite call to adventure and call to action. You carefully mix pathos and logos to create contrast throughout the talk. You create a STAR moment with rhetorical or graphical elements.	9 8 7 6 Your talk haphazardly or incidentally guides your audience on a journey. You do not include a clear call to adventure or call to action. The middle of the talk is muddled and has some rhetorical contrast. Your STAR moment is weak or unmemorable.	5 4 3 2 1 Your talk does not tell a story or guide your audience on a journey. You do not include both a call to adventure or call to action. There is little contrast throughout the talk—the talk approximates a spoken version of the academic paper.		
<b>SUBTOTAL</b> 20 POINTS					

## 10-minute presentation

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
<b>TECHNICAL THINGS</b> 5 POINTS	5 You prepared and delivered a 10-minute presentation. You included a detailed memo describing your presentation, your audience analysis, and your strategy for creating resonance.	4 3 Your presentation was too long (or too short). You omitted some of the required topics in the memo.	2 1 Your presentation was excessively long (or excessively short). You omitted many of the required topics in the memo.		
<b>AUDIENCE ANALYSIS</b> 10 POINTS	10 9 8 You appropriately and clearly define your main audience, the segments of that audience, and the benefits and risks for each of those segments. Your presentation reflects your the needs of various segments and addresses their benefits and/or risks.	7 6 5 You define your audience, but its segments are indistinct or overlap. It is not clear what the exact benefits or risks are for each of the segments. Your presentation is tangentially connected to audience needs.	4 3 2 1 You do not clearly define your audience, segments, and/or benefits and risks. Your presentation is generic and not connected to audience needs.		
<b>STORY &amp; RESONANCE</b> 20 POINTS	20 19 18 17 16 15 14 Your presentation is clearly designed to guide your audience on a journey. You have a definite call to adventure and call to action. You carefully mix pathos and logos to create contrast throughout the presentation. You create a STAR moment with rhetorical or graphical elements.	13 12 11 10 9 8 7 Your presentation haphazardly or incidentally guides your audience on a journey. You do not include a clear call to adventure or call to action. The middle of the presentation is muddled and has some rhetorical contrast. Your STAR moment is weak or unmemorable.	6 5 4 3 2 1 Your presentation does not tell a story or guide your audience on a journey. You do not include both a call to adventure or call to action. There is little contrast throughout the presentation—the presentation approximates a spoken version of the academic paper.		
<b>VISUAL DESIGN</b> 15 POINTS	15 14 13 12 11 Your slides expertly demonstrate the best practices of visual design, including contrast, repetition, alignment, proximity, color, typeface choice, and are generally easy for your audience to understand.	10 9 8 7 6 Your slides generally demonstrate best practices of visual design. There may be some elements of the slides that may be confusing to your audience.	5 4 3 2 1 Your slides generally lack best practices of visual design. Elements of the slides are confusing to your intended audience.		
<b>SUBTOTAL</b> 50 POINTS					

## 2-page policy brief

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
<b>TECHNICAL THINGS</b> 5 POINTS	5 You used typesetting software to create 2-page policy brief and exported the document as a PDF. You included at least two figures based on data in the research article and enhanced them in Illustrator. Figures in the document are the appropriate file type. You included a memo describing your design process.	4 3 Your policy brief is more or less than 2 pages. You created your brief with typesetting software, but you did not enhance the figures with vector editing software. Figures in the document are not the appropriate file type. You omitted some of the required topics in the memo.	2 1 Your policy brief is more or less than 2 pages. You did not create it with typesetting software and you did not enhance the figures with vector editing software. Figures in the document are not the appropriate file type. You omitted many of the required topics in the memo.		
<b>AUDIENCE ANALYSIS</b> 10 POINTS	10 9 8 You appropriately and clearly define your main audience, the segments of that audience, and the benefits and risks for each of those segments. Your brief reflects your the needs of various segments and addresses their benefits and/or risks.	7 6 5 You define your audience, but its segments are indistinct or overlap. It is not clear what the exact benefits or risks are for each of the segments. Your brief is tangentially connected to audience needs.	4 3 2 1 You do not clearly define your audience, segments, and/or benefits and risks. Your brief is generic and not connected to audience needs.		
<b>STORY &amp; RESONANCE</b> 15 POINTS	15 14 13 12 11 Your brief is clearly designed to guide your audience on a journey. You have a definite call to adventure and call to action. You carefully mix pathos and logos to create contrast throughout the brief. You create a STAR moment with rhetorical or graphical elements.	10 9 8 7 6 Your brief haphazardly or incidentally guides your audience on a journey. You do not include a clear call to adventure or call to action. The brief has some rhetorical contrast. Your STAR moment is weak or unmemorable.	5 4 3 2 1 Your brief does not tell a story or guide your audience on a journey. You do not include both a call to adventure or call to action. There is little contrast throughout the document—the brief approximates a watered-down version of the academic paper.		
<b>VISUAL DESIGN</b> 10 POINTS	10 9 8 Your brief expertly demonstrates the best practices of visual design, including contrast, repetition, alignment, proximity, color, typeface choice, and is generally easy for your audience to understand.	7 6 5 Your brief generally demonstrates best practices of visual design. There may be some elements of the brief that may be confusing to your audience.	4 3 2 1 Your brief generally lack best practices of visual design. Elements of the document are confusing to your intended audience.		
<b>SUBTOTAL</b> 40 POINTS					

## 800-word op-ed

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
<b>TECHNICAL THINGS</b> 5 POINTS	5 You wrote an 800-word op-ed about your assigned article. There are minimal grammatical errors. You included a detailed memo describing your op-ed, your audience analysis, and your strategy for creating resonance.	4 3 Your op-ed was too long (or too short). There are several grammatical errors. You omitted some of the required topics in the memo.	2 1 Your op-ed was excessively long (or excessively short). There are many grammatical errors. You omitted many of the required topics in the memo.		
<b>AUDIENCE ANALYSIS</b> 10 POINTS	10 9 8 You appropriately and clearly define your main audience, the segments of that audience, and the benefits and risks for each of those segments. Your op-ed reflects your the needs of various segments and addresses their benefits and/or risks.	7 6 5 You define your audience, but its segments are indistinct or overlap. It is not clear what the exact benefits or risks are for each of the segments. Your op-ed is tangentially connected to audience needs.	4 3 2 1 You do not clearly define your audience, segments, and/or benefits and risks. Your op-ed is generic and not connected to audience needs.		
<b>STORY &amp; RESONANCE</b> 15 POINTS	15 14 13 12 11 Your op-ed is clearly designed to guide your audience on a journey. You have a definite call to adventure and call to action. You carefully mix pathos and logos to create contrast throughout the op-ed. You create a STAR moment with rhetorical or graphical elements.	10 9 8 7 6 Your op-ed haphazardly or incidentally guides your audience on a journey. You do not include a clear call to adventure or call to action. The op-ed has some rhetorical contrast. Your STAR moment is weak or unmemorable.	5 4 3 2 1 Your op-ed does not tell a story or guide your audience on a journey. You do not include both a call to adventure or call to action. There is little contrast throughout the document—the op-ed approximates a watered-down version of the academic paper.		
<b>SUBTOTAL</b> 30 POINTS					

## 400-word blog post

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
<b>TECHNICAL THINGS</b> 5 POINTS	5 You wrote a 400-word blog post about your assigned article. There are minimal grammatical errors. You included a detailed memo describing your blog post, your audience analysis, and your strategy for creating resonance.	4 3 Your blog post was too long (or too short). There are several grammatical errors. You omitted some of the required topics in the memo.	2 1 Your blog post was excessively long (or excessively short). There are many grammatical errors. You omitted many of the required topics in the memo.		
<b>AUDIENCE ANALYSIS</b> 10 POINTS	10 9 8 You appropriately and clearly define your main audience, the segments of that audience, and the benefits and risks for each of those segments. Your blog post reflects your the needs of various segments and addresses their benefits and/or risks.	7 6 5 You define your audience, but its segments are indistinct or overlap. It is not clear what the exact benefits or risks are for each of the segments. Your blog post is tangentially connected to audience needs.	4 3 2 1 You do not clearly define your audience, segments, and/or benefits and risks. Your blog post is generic and not connected to audience needs.		
<b>STORY &amp; RESONANCE</b> 15 POINTS	15 14 13 12 11 Your blog post is clearly designed to guide your audience on a journey. You have a definite call to adventure and call to action. You carefully mix pathos and logos to create contrast throughout the blog post. You create a STAR moment with rhetorical or graphical elements.	10 9 8 7 6 Your blog post haphazardly or incidentally guides your audience on a journey. You do not include a clear call to adventure or call to action. The blog post has some rhetorical contrast. Your STAR moment is weak or unmemorable.	5 4 3 2 1 Your blog post does not tell a story or guide your audience on a journey. You do not include both a call to adventure or call to action. There is little contrast throughout the document—the blog post approximates a watered-down version of the academic paper.		
<b>SUBTOTAL</b> 30 POINTS					

## 3-tweet thread

	<b>EXCELLENT</b>	<b>GOOD</b>	<b>NEEDS WORK</b>	<b>POINTS</b>	<b>COMMENTS</b>
<b>TECHNICAL THINGS</b> 2 POINTS	2 You wrote a 3-tweet thread about your assigned article. You included a detailed memo describing your thread, your audience analysis, and your strategy for creating resonance.	1 Your thread was too long (or too short). You omitted some of the required topics in the memo.	0 Your thread was excessively long (or excessively short). You omitted many of the required topics in the memo.		
<b>AUDIENCE ANALYSIS</b> 4 POINTS	4 You appropriately and clearly define your main audience, the segments of that audience, and the benefits and risks for each of those segments. Your thread reflects your the needs of various segments and addresses their benefits and/or risks.	3 2 You define your audience, but its segments are indistinct or overlap. It is not clear what the exact benefits or risks are for each of the segments. Your thread is tangentially connected to audience needs.	1 You do not clearly define your audience, segments, and/or benefits and risks. Your thread is generic and not connected to audience needs.		
<b>STORY &amp; RESONANCE</b> 4 POINTS	4 Your thread is clearly designed to guide your audience on a journey. You have a definite call to adventure and call to action. You carefully mix pathos and logos to create contrast throughout the thread. You create a STAR moment with rhetorical or graphical elements.	3 2 Your thread haphazardly or incidentally guides your audience on a journey. You do not include a clear call to adventure or call to action. The thread has some rhetorical contrast. Your STAR moment is weak or unmemorable.	1 Your thread does not tell a story or guide your audience on a journey. You do not include both a call to adventure or call to action. There is little contrast throughout the document—the thread approximates a watered-down version of the academic paper.		
<b>SUBTOTAL</b> 10 POINTS					

## A single tweet

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
<b>TECHNICAL THINGS</b> 2 POINTS	2 You wrote a tweet (less than 280 characters) about your assigned article. You included a detailed memo describing your tweet, your audience analysis, and your strategy for creating resonance.	1 Your tweet was too long. You omitted some of the required topics in the memo.	0 Your tweet was excessively long. You omitted many of the required topics in the memo.		
<b>AUDIENCE ANALYSIS</b> 4 POINTS	4 You appropriately and clearly define your main audience, the segments of that audience, and the benefits and risks for each of those segments. Your tweet reflects your the needs of various segments and addresses their benefits and/or risks.	3 2 You define your audience, but its segments are indistinct or overlap. It is not clear what the exact benefits or risks are for each of the segments. Your tweet is tangentially connected to audience needs.	1 You do not clearly define your audience, segments, and/or benefits and risks. Your tweet is generic and not connected to audience needs.		
<b>STORY &amp; RESONANCE</b> 4 POINTS	4 Your tweet is clearly designed to guide your audience on a journey. You have a definite call to adventure and call to action. You carefully mix pathos and logos to create contrast throughout the tweet. You create a STAR moment with rhetorical or graphical elements.	3 2 Your tweet haphazardly or incidentally guides your audience on a journey. You do not include a clear call to adventure or call to action. The tweet has some rhetorical contrast. Your STAR moment is weak or unmemorable.	1 Your tweet does not tell a story or guide your audience on a journey. You do not include both a call to adventure or call to action. There is little contrast throughout the document—the tweet approximates a watered-down version of the academic paper.		
<b>SUBTOTAL</b> 10 POINTS					