

PROJECT 2: SELMA AND SPARKLINES

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
TECHNICAL THINGS 5 POINTS	5 You used vector editing software to create a story sparkline and exported the document as a PDF. You included a memo describing your design process.	4 3 You created your sparkline with vector editing software, but you did not enhance the figure beyond what was provided in the skeleton file.	2 You did not create your sparkline with vector editing software and you did not enhance the figure beyond what was provided in the skeleton file.		
VISUAL DESIGN 10 POINTS	10 9 8 Your sparkline 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 sparkline generally demonstrates best practices of visual design. There may be some elements of the sparkline that may be confusing to your audience.	4 3 2 Your sparkline generally lacks best practices of visual design. Elements of the sparkline are confusing to your intended audience.		
STORY STRUCTURE 15 POINTS	15 14 13 12 11 Your sparkline explores a deeper story in the speech. You identify key thematic elements and structures in the speech and you clearly mark these in the sparkline. In your memo, you provide specific explanations of (1) the structures you identified, and (2) your design choices.	10 9 8 7 6 Your sparkline explores a slightly more complicated structure in the speech. You identify some elements and structures, but they are hard to find in your sparkline. In your memo, your descriptions of rhetorical structures and design choices are cursory and demonstrate an okay understanding of (1) the speech's narrative structure and (2) the needs of your audience.	5 4 3 2 1 Your sparkline does not tell a compelling story about the speech's structure. Your memo offers only surface-level insights into your design choices and structure identification.		
TOTAL 30 POINTS					