

Interview & Present Rubric

Dimension 1 Interview

Reviewer Comment Prompt

Look at the interview the student conducts. Does it:

- Serve a purpose?
- Raise awareness on the societal issue?
- Educate others about the societal issue and organization?

INTRODUCTION TO COMMUNICATION

REVIEWER RATING PROMPT 1: INTERVIEW (WEIGHT = 1)

Rate the quality of the questions the student asks. They should meet the following criteria:

- be thoughtful and researched questions
- engage the interviewee
- be part of an ongoing conversation
- be based in the research and learning from past assignments

- 7** — Every question fits these criteria. The interviewer asks follow-up questions or comments for more information.
- 6** — Most questions fit these criteria. In one example, the interviewer did not ask follow-up questions or comments for more information.
- 4** — Some questions fit these criteria, but some are clearly not thought out or researched. At several points, the interviewer does not follow up with the interviewee's point.
- 2** — The questions are basic and there is rarely follow-up with the interviewee's comments.
- 1** — None of the questions meets the criteria OR there is no interview portion.

REVIEWER RATING PROMPT 2: INTERVIEW PURPOSE (WEIGHT = 1)

The purpose of the interview is clear and the interviewer has a positive and engaging attitude throughout.

- 7** — The entire interview serves a clear purpose. Nothing seems forced and the interviewer always shows a genuine interest in conducting the interview.
- 6** — For the most part, the interview is effective and serves a purpose. Nothing seems forced and the interviewer mostly but not always shows a genuine interest in conducting the interview.
- 4** — Some questions fit these criteria, but some are clearly not thought out or researched. At several points, the interviewer does not follow up with the interviewee's point.
- 2** — The questions are basic and there is rarely follow-up with the interviewee's comments.
- 1** — None of the questions meets the criteria OR there is no interview portion.

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REVIEWER RATING PROMPT 3: LENGTH OF INTERVIEW (WEIGHT = 1)

The interview should be between 3-5 minutes long.

- 7** — The interview is anywhere between three and five minutes in length.
- 6** — The interview is longer than five minutes in length but not more than seven minutes.
- 4** — The interview is between two and just under three minutes in length.
- 2** — The interview is shorter than two minutes in length.
- 1** — The interview is either longer than seven minutes or shorter than two minutes.

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Dimension 2 Images

Reviewer Comment Prompt

Comment on the slideshow or video. Be specific in your suggestions.

- What is especially appealing or compelling about the slideshow/video?
- How could its purpose be made clearer?

INTRODUCTION TO COMMUNICATION

REVIEWER RATING PROMPT 1: PURPOSE (WEIGHT = 1)

The slideshow or video should be well put-together and have a clear, definite purpose. Each image should have been chosen carefully with the goal of relating to the organization's work to address the societal issue.

- 7** — Excellent slideshow/video with a clear purpose. Each image/scene carefully portrays an aspect of the organization's work on the societal issue.
- 6** — Good slideshow/video with a clear purpose. One image/scene raised a question of how it relates to the organization's work on the societal issue.
- 4** — Fair slideshow/video but the purpose is not always clear. A few images/scenes are confusing or did not seem to relate to the organization's work on the societal issue.
- 2** — Inadequate slideshow/video without a clear purpose and does not seem carefully put together. A majority of the images/scenes do not seem related to the organization's work on the societal issue.
- 1** — None of the images/scenes relate to the organization's work on the societal issue OR there is no slideshow/video.

REVIEWER RATING PROMPT 2: LENGTH (WEIGHT = 1)

The slideshow should have at least 6 images.
The video should last between 02:30 and 03:00 minutes.

- 7** — Slideshow: More than 6 images
Video: Run time of 02:30-03:00 minutes
- 6** — Slideshow: 6 images
Video: Run time of 02:00-02:29 minutes
- 4** — Slideshow: 5 images
Video: Run time of 01:30-01:59 minutes
- 2** — Slideshow: 4 images
Video: Run time of 00:01-01:29 minutes
- 1** — Slideshow: Less than 3 images
Video: No run time