

Project 2 First Draft Rubric

Grade	Description of Work
100	<p>The video draft:</p> <ul style="list-style-type: none"> • Attempts to persuade UAB students to watch the author’s chosen music video • Attempts to execute a rhetorical strategy to convince the audience to watch the video • Includes colors, images, layout, and text • Employs some basic editing techniques(is not just one static shot) • Has a duration of at least one minute • Includes an APA references page that properly cites any sources used (including images and audio); Includes written explanation if student used GenAI during the writing process detailing how, when, and what they used along with a link to the prompts.
90	The draft satisfies at least 5 of the requirements listed in the 100 category and demonstrates attempt to satisfy all 6 requirements
80	The draft satisfies at least 4 requirements listed in the 100 category and demonstrates attempt to satisfy at least 5 requirements
70	The draft satisfies at least 3 requirements listed in the 100 category and demonstrates attempt to satisfy at least 4 requirements
60 or below	The draft satisfies 2 or fewer of the requirements listed in the 100 category or demonstrates attempt to satisfy 3 or fewer requirements