

Deadline Evaluation rubric

Name _____

It will be your job to convince me of the grade that you believe you deserve on this deadline. Use the “stuff” collected in your folder from this deadline as support for your explanations below.

Research

Explain your research process and techniques.

1. How many polls or surveys were distributed? How did you distribute these?

2. How did you use the information gathered from polls/surveys?

3. What other background information or research was gathered? From where?

4. How many interviews did you conduct? With whom?

Be sure you have included copies of polls, surveys, and interview questions in your deadline folder.

Body copy

1. Describe the major problems with your first draft.
2. What did you do to overcome those problems in later revisions? How much time did you put into revisions?
3. What is your favorite part of your final copy? What do you think you did the best?
4. What observations or other forms of in-depth research did you do this deadline?

Be sure you have included your rough draft and all subsequent revisions, along with a final draft.

Captions and headlines

1. Copy your best caption in the space below and explain what you like best about it. What makes it a good caption?

2. Copy your headline and subhead in the space below. Explain how you came up with them, how they relate to your body copy, and why you think they are “clever” enough to be included in this publication.

Time management

1. Your editors will be helping me grade you on time management. Predict what they will say about you, and whether you agree with them. Defend yourself if you think you must (or can).

Teamwork

1. Describe any situations in which you helped others by coming up with headlines, captions, revisions, etc.
2. List any voluntary duties, such as photography, done outside of class.
3. List all businesses called on for ad sales and note the results (which were sold, size, etc.).
4. How long did you spend here on work night?
5. What advice do you have for next year's writers? Be as specific as possible. This will be passed along at the start of the year next year.