

	Advanced	Proficient	Working Towards Proficiency	
Format and Design	Student pays close attention to rhetorical principles of design and visual rhetoric; the student shows that they are aware of color, typeface, layout, image selections, audio choices, etc. AND use it effectively.	Student pays attention to rhetorical principles of design and visual rhetoric; student shows that they are aware of color, typeface, layout, image selections, audio choices, etc. but use it less efficiently.	Student pays little attention to rhetorical principles of design and visual rhetoric; student shows that they are somewhat unaware of color, typeface, layout, image selections, audio choices, etc.	No attention given to rhetorical principles of design and visual rhetoric; student shows that they are unaware of color, typeface, layout, image selections, audio choices, etc.
Development	Modes chosen reflect the mood and/or topic. Student has taken advantage of all of the available rhetorical possibilities that the modes have to offer. Student uses each mode to support their argument through the relationship between modes.	Modes chosen reflect the mood and/or topic. Not all modes are as rhetorically effective.	Modes are less effective at reflecting the mood and/or topic. Student is less aware of rhetorical possibilities that the modes have to offer.	Modes chosen seemingly at random and do not necessarily reflect the mood and/or topic. Student is unaware of rhetorical possibilities that the modes have to offer.
Organization NOTE: Depending on the modes being used (i.e. website), one may not visibly see a traditional introduction, body, and conclusion.	Clear sense of logical order is demonstrated through the variety of modes interacting and flowing with one another to support the argument or thesis. Organization will be made evident through the audience's ability to understand and follow the flow of the text and images in the composition.	Sense of logical order is demonstrated through the variety of modes interacting and flowing with one another to support the argument or thesis. Audience can mostly understand and follow the flow of the text and images in the composition.	Modes are lacking organization and flow. Audience has some difficulty understanding and following the flow of the text and images in the composition.	Little logical order is demonstrated. Audience has great difficulty understanding and following the flow of the text and images in the composition.
Mechanics	In a multimodal project, mechanics are evaluated by looking to see if text (when used) is error-free , since these errors are highly visible on a screen where not a lot of text is used. Mechanics in a multimodal project might also include making sure links work appropriately and images and text show up as they are supposed to.	Text (when used) is error-free , since these errors are highly visible on a screen where not a lot of text is used. All images, text, and links work and appear correctly.	Text (when used) is NOT error-free, Broken links, images and text that do not appear all show lack of proficiency.	Text (when used) is NOT error-free, Broken links, images and text that do not appear all show lack of proficiency.