APPENDIX D. CAPSTONE RUBRIC

	SN	SMC CAPSTONE ASSESSMENT RUBRIC						
S	SCALE: LOYOLA chool of Mass Communication		<i>the items below,</i> <i>an F-to-A grad</i> not at all not very we average well very well	e), circlin				int
Name								
Title								
Company/Organization								
Semester/Year								
Course Name/Number								
1.	. The work shows an understanding of the subject and of the needs and wants of the audience for which the work is intended.			0	1	2	3	4
2.	The report shows thorough, balanced, fair research and writing as well as work sensitive to issues of gender, race, ethnicity and sexual orientation.			0	1	2	3	4
3.	The truthful and accurate work is effectively or to engage and hold the attention of the audien			0	1	2	3	4
4.	The work is clear, concise, correct in grammar, spelling and conforms to AP style (where appr			0	1	2	3	4
5.	The work integrates words, numbers, images as sound (where appropriate) effectively.	nd		0	1	2	3	4

COMMENTS: