

Criterion 1

0% of total grade



A - 4 - Mastery

Creates a video that thoroughly discusses the importance of cultural familiarity and includes improved website image examples.

0

B - 3 - Proficiency

Creates a video that accurately discusses the importance of cultural familiarity and includes improved website image examples.

0

C - 2 - Competence

Creates a video that generally discusses the importance of cultural familiarity and may or may not include improved website image examples.

0

F - 1 - No Pass

Submission does not competently discuss the importance of cultural familiarity and may not include improved website image examples.

0

I - 0 - Not Submitted

Not Submitted

0

Criterion 2

0% of total grade



A - 4 - Mastery

Creates a video that thoroughly discusses the importance of framing viewer perspective and includes improved website image examples.

0

B - 3 - Proficiency

Creates a video that accurately discusses the importance of framing viewer perspective and includes improved website image examples.

0

C - 2 - Competence

Creates a video that generally discusses the importance of framing viewer perspective and may or may not include improved website image examples.

0

F - 1 - No Pass

Submission does not competently discuss the importance of framing viewer perspective and may not include improved website image examples.

0

I - 0 - Not Submitted

Not Submitted

0

Criterion 3

0% of total grade



A - 4 - Mastery

Creates a video that thoroughly discusses the importance of visual emotional appeal and includes improved website image examples.

0

B - 3 - Proficiency

Creates a video that accurately discusses the importance of visual emotional appeal and includes improved website image examples.

0

C - 2 - Competence

Creates a video that generally discusses the importance of viewer emotional appeal and may or may not include improved website image examples.

0

F - 1 - No Pass

Submission does not competently discuss the importance of visual emotional appeal and may not include improved website image examples.

0

I - 0 - Not Submitted

Not Submitted

0