GRADING RUBRIC for the GC SAVVY CONSUMER TERM PROJECT (worth 50 pts)

OBJECTIVE: To construct an informative report and illustrative slide that recommends a consumer choice or product based on data collection and a criteria that you devise and which links to some aspect of Global Change as addressed in NATS 101-GC.

DELIVERABLE #1 (3 pts)

1 pt -Select a **Product Category** to research

2 pts - Explain: (1) **WHY you selected this product type** and
(2) **DESCRIBE your initial "plan of action"** for your in- depth study of this type of product
(i.e., state specifically what kind of products you plan to explore (computers, printers, flat screen TVs, toilet paper (!), etc. -- there are many possibilities!)

Missed the due date? You can get 1 pt (max) if you email the deliverable to Dr H after the due date but before midnight on Nov 20th. Your email must contain all required items listed above.

DELIVERABLE #2 (5 pts)

Write a **PARAGRAPH** that explains the specific link in your GC Savvy Project to **GLOBAL CLIMATE CHANGE** and/or one or more of the **NATS 101-GC course topics.**

Submit your paragraph (in Word .doc or docx, or PDF) in your D2L DROPBOX before midnight (11:50 pm) TUE Nov 17th

4-5 pts: correct/logical connection & explained accurately and effectively
2-3 pts: contains an incorrect statement or misconception, or doesn't explain the connection sufficiently
0-1 pt: displays minimal effort, lack of careful thought, and /or lack of a viable connection

Missed the due date? An additional 1 pt off for every day submitted late after the due date

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WRITE-UP (22 pts) including TABLES/ GRAPHS (10 pts)

Required Items
2 pages (additional as needed)+ tables at end

- an **introduction**
- a paragraph describing **what you did** to investigate and evaluate a product
- a paragraph explaining your **selection or ranking criteria** (i.e., your evaluation factors)
- a paragraph on how at least one of your evaluation factors **links to GLOBAL CHANGE** and/or our class .
- your final **"The Bottom Line"** recommendation with a reasoned explanation of the basis for your conclusions
- a **reference list** showing sources for your information (e.g., webpage URL's, etc.)
- **TABLES** (and optional **CHARTS**) added at the end

data & rating table example

POWERPOINT SLIDE (10 pts)

Required Items

- your **NAME**
- a **product** you are recommending
- a clear **link to GLOBAL CHANGE**
- some specifics **explaining the link** to Global Change (in a phrase or sentence).
- information about your **rating** of the product
- your **"BOTTOM LINE" statement** about the product

slide example

CLICK HERE for examples of how to reference different types of sources, including websites.

		Excellent	Satisfactory	Needs improvement
WRITE-UP - CONTENT		*10- 15 pts* based on the following: Addresses the bulleted items above clearly, thoroughly, accurately, & articulately. Demonstrates a high level of independent critical thinking about the assignment making connections in a creative way; digs deeply into the background information **and finds additional supporting material;** effectively ties together the background info & the product comparison. Presents product comparison very effectively and makes final product recommendation based on clear evidence displayed in the report; supports this with an effective and thoughtful discussion that refers to the data to draw sound conclusions.	*5 - 9 pts* based on the following: Addresses the bulleted items above clearly, adequately, and accurately Demonstrates some independent thinking and synthesis; does not just "parrot" phrases from the sources, but shows evidence of thinking and making connections between the background material and the product comparison and recommendations. Presents product comparison and makes final product recommendation based on sufficient evidence displayed in the report; supports this with a discussion that refers to the data to draw appropriate conclusions.	*0-4 pts* based on the following: Addresses the bulleted items, but not clearly, thoroughly or accurately on every point. Demonstrates some follow-up thinking about the assignment but mostly repeats the bare bones of information found in the sources provided; doesn't go beyond this by digging out new info or thinking on one's own. Presents a product comparison and makes a recommendation, but does not provide a very strong or effective discussion of how the conclusions were drawn.
WRITE-UP - FORMAT		*4-5 pts* based on whether: Paper has effective sentence and paragraph structure. Content is well-organized and argument flows well from the organization and format of text. Writing is concise; effective and conclusive. Write-up contains only <u>minimal</u> spelling, punctuation, or grammatical errors. (This includes typos, so be sure to spell-check and then to edit.)	*2 - 3 pts* based on whether: Most sentences are concise and show good word choice and arrangement. Paragraphs are well-organized. Content is sufficiently organized and argument is easily understandable from the organization and format of text. Adequate conclusion/ recommendation is provided. Writte-up contains a few spelling, punctuation, or grammar errors, and none that detract from the text's effectiveness & meaning.	*0 - 1 pts* based on whether: Writing is excessively wordy with many poorly structured sentences and poorly organized paragraphs. Content is poorly organized and argument doesn't hold together in the text's format and organization . Conclusion/recommendation is absent or ineffective. Write-up contains many spelling, punctuation or grammar errors that detract significantly from the text's effectiveness & meaning
		2 pts if sources are well-cited in proper format	*1 pt* if sources are cited, but not completely, or not in proper format	*0-0.5 pt* if sources are not cited at all (0 pt) or only minimally and not sufficiently (0.5 pt)
TABLE		*9-10 pts* based on the following: effective /informative / creative data display in tables of both data and rating information Optional graph(if included) is clear and effective typed/Word/ Excel format	*6 -8 pts* based on the following: satisfactory to adequate data display in tables of both data and rating information Optional graph(if included) is appropriate typed/Word/ Excel format	*1-5 pts* based on the following: **m**inimal to weak display of data / no data no table for either data or rating information not typed or in easily readable format, table(s) copied and pasted from another source
SLIDE		*9 - 10 pts* based on the following: Addresses the PPT Slide bulleted items listed above completely, clearly, and innovatively Presents an effective /informative / creative product recommendation	*6-8 pts* based on the following: Addresses the PPT Slide bulleted items listed above adequately or one item missing product recommendation is presented satisfactorily, but could be more effective	*1-5 pts* based on the following: Addresses the PPT Slide bulleted items, but not thoroughly or adequately. does not present a clear or effective product recommendation
BONUS		thoughtful/well-prepared post with a detailed narrative (several paragraphs) about the bonus activity; shows evidence of strong effort following specific bonus point directions (3 pts)	satisfactory post indicating a good effort, but not to the level described under "Excellent" (2 pts)	made an attempt to do the bonus activity and make a post, but short, weak or cliche' effort (1pt)