

COM 610 Final Project Guidelines and Rubric

Overview

It is increasingly important that media consumers and creators be fluent visual communicators, as communication today is visual communication. Think about how you consume media: Do you read a book on how to hang a picture, or do you watch a YouTube video illustrating the steps? How do you share your life with your family and friends? Is it through email, or through pictures on Facebook and Instagram?

A fluent visual communicator's power comes with significant social responsibility. As a communications professional, you are held to a higher standard of ethics, as the activities of this profession touch the lives of millions of people around the globe and shape cultural norms. As a communications professional today, you will be expected to develop, create, and distribute audience-appropriate messages through a variety of mediums. Instead of writing a speech for your company president to deliver to employees, you will be asked to write copy for and produce a video pitch message that will be delivered online. Instead of sending a press release to journalists to announce your organization's news, you will now be expected to synthesize the information into polished visual communication pieces to be used "as-is" by journalists and on social media sites.

This project will provide you with an opportunity to create original visual communication developments used most often by today's professionals as well as practice the justification required to secure organization buy-in of your developments. You will be provided with a real press release used by an organization and will transform the information present in the document into visual communication developments for three distinct audiences.

This project is divided into three milestones, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Three, Five, and Seven**. The final project will be submitted in **Module Ten**.

This assessment will address the following course outcomes:

- Incorporate important contextual elements of public relations situations for properly conveying information to the given audience
- Apply ethical considerations to visual communication pieces appropriate to the medium, the audience, and the ethical standards of the field
- Apply communication theories appropriate to the medium and the audience in developed visual communication pieces
- Employ best practices for effective message delivery appropriate to the medium and the audience in the development of visual communication pieces
- Defend personal design decisions regarding developed visual communications using evidence-based research

Prompt

Imagine that you are working in the communications department of a successful organization. You have just been assigned the task of designing and creating the visual communication pieces that are needed to disseminate the news contained in an important press release from your company. For this task, management wants a visual communications toolkit containing an infographic, a presentation, and a video pitch, prepared for given audiences. The infographic will be

developed for a journalist audience; the presentation for employees within the organization; and the video pitch for a consumer audience. Each piece must be developed with the given audience in mind. Additionally, you will be required to supply a memo defending your decisions and the evidence that supports those decisions. Your infographic can be developed with any appropriate media software. Your presentation should be developed using PowerPoint, Prezi, or another appropriate presentation software approved by your instructor. Your video pitch should be written and be constructed in a professional manner.

Specifically, the following **critical elements** must be addressed:

- A. **Infographic:** For this part of the assessment, you will transform the provided text-based press release into an infographic for a journalist audience. Your infographic should:
 - A. Incorporate the **important elements** of the story told in the press release appropriate for the journalist audience.
 - B. Apply **key ethical considerations** of the field of public relations appropriate for the medium and the given audience. For example, PRSA's Code of Ethics outlines that the information professionals disseminate to the media, and ultimately to consumers, be accurate.
 - C. Apply relevant **communication theory** appropriate for the medium and the given audience.
 - D. Employ appropriate **best practices** in the field to ensure your infographic is effective in delivering its message for the medium and the given audience.

- II. **Presentation:** For this part of the assessment you will transform the provided-text based press release into a presentation for an employee audience. Your presentation should:
 - A. Incorporate the **important elements** of the story told in the press release appropriate for the employee audience.
 - B. Apply **key ethical considerations** of the field of public relations to developed presentation appropriate for the medium and the given audience. For example, a key ethical consideration when developing this visual is adding images, pictures, and logos to the visual which one has permission to use.
 - C. Apply relevant **communication theory** appropriate for the medium and the given audience.
 - D. Employ appropriate **best practices** in the field to ensure your presentation is effective in delivering its message for the medium and the given audience.

- III. **Video Pitch:** For this part of the assessment, you will transform the provided text-based press release into a pitch for a 30-second to 1-minute video for a consumer audience. Your video pitch should:
 - A. Incorporate the **important elements** of the story told in the press release appropriate for the given audience.
 - B. Apply **key ethical considerations** of the field of public relations. For example, a key ethical consideration when developing this visual is ensuring accessibility to a wide range of audiences by providing a transcript.
 - C. Apply relevant **communication theory** appropriate for the medium and the given audience.
 - D. Employ appropriate **best practices** in the field to ensure your proposed video is effective in delivering its message for the medium and the given audience.

- IV. **Memo:** The powers that be have some concerns about your developed communications pieces. Analyze your communications piece and develop a memo that justifies your design decisions. You are expected to support your decisions with research.
- A. Defend how your developed visual communications pieces accommodate **key ethical considerations** of the field for the medium and the given audience. Be sure to support your response with research that supports your decisions.
 - B. Defend how your developed visual communications pieces apply relevant **communication theory** appropriate for the medium and the given audience. Be sure to support your response with research that supports your decisions.
 - C. Defend how your developed visual communications pieces employ best practices in the field regarding **message delivery effectiveness**. Be sure to support your response with research that supports your decisions.

Milestones

Milestone One: Infographic

In **Module Three**, you will convert your chosen press release into an infographic that visually presents at least three different pieces of information. **This milestone will be graded with the Milestone One Rubric.**

Milestone Two: Presentation

In **Module Five**, you will convert your chosen press release into a presentation that combines text and images. **This milestone will be graded with the Milestone Two Rubric.**

Milestone Three: Video Pitch

In **Module Seven**, you will convert your chosen press release into a script for a video aimed at consumer audience. **This milestone will be graded with the Milestone Three Rubric.**

Final Submission: Visual Communications Toolkit

In **Module Ten**, you will submit your final project. Submit the final version of all portions of your visual toolkit with a new section that is comprised of your defense for your design choices in your visual toolkit. It should be a complete, polished artifact containing **all** of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded with the Final Project Rubric (below).**

Deliverables

Milestone	Deliverables	Module Due	Grading
One	Infographic	Three	Graded separately; Milestone One Rubric
Two	Presentation	Five	Graded separately; Milestone Two Rubric
Three	Video Pitch	Seven	Graded separately; Milestone Three Rubric
	Visual Communications Toolkit	Ten	Graded separately; Final Project Rubric (below)

Final Project Rubric

Guidelines for Submission: Your visual communications toolkit should be developed in a professionally appropriate way using the appropriate software. Your memo should be 3–4 pages double spaced in Times New Roman font, formatted appropriately for the field. Acceptable File Formats are: .zip, .doc, .docx, .ppt, .pptx, .odt, .txt, .pdf, .rtf and .html.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Infographic: Important Elements	Meets “Proficient” criteria incorporation of story elements demonstrates an astute ability to discern important story elements to include for the given audience	Incorporates the important elements of the story told in the press release appropriate for the given audience	Incorporates the important elements of the story told in the press release, but incorporation of story elements is cursory, contains inaccuracies, or is not appropriate for the given audience	Does not incorporate the important elements of the story told in the press release	6.4
Infographic: Key Ethical Considerations	Meets “Proficient” criteria and response demonstrates a sophisticated awareness of the different ethical considerations appropriate for the medium and the audience	Applies key ethical considerations of the field of public relations appropriate for the medium and the given audience	Applies key ethical considerations of the field of public relations, but application is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not apply key ethical considerations of the field of public relations	6.4
Infographic: Communication Theory	Meets “Proficient” criteria and demonstrates a sophisticated awareness of communication theory and its application regarding the medium and the given audience	Applies relevant communication theory appropriate for the medium and the given audience	Applies relevant communication theory, but application is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not apply relevant communication theory	6.4
Infographic: Best Practices	Meets “Proficient” criteria and demonstrates a sophisticated awareness of best practices for message delivery effectiveness and its application regarding the medium and the given audience	Employs appropriate best practices in the field to ensure the infographic is effective in delivering its message for the medium and the given audience	Employs best practices in the field to ensure the infographic is effective in delivering its message, but employment of best practices is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not employ best practices in the field to ensure the infographic is effective in delivering its message for the medium and the given audience	6.4

Presentation: Important Elements	Meets “Proficient” criteria and incorporation of story elements demonstrates an astute ability to discern important story elements to include for the given audience	Incorporates the important elements of the story told in the press release appropriate for the given audience	Incorporates the important elements of the story told in the press release, but incorporation of story elements is cursory, contains inaccuracies, or is not appropriate for the given audience	Does not incorporate the important elements of the story told in the press release	6.4
Presentation: Key Ethical Considerations	Meets “Proficient” criteria and response demonstrates a sophisticated awareness of the different ethical considerations appropriate for the medium and the audience	Applies key ethical considerations of the field of public relations appropriate for the medium and the given audience	Applies key ethical considerations of the field of public relations, but application is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not apply key ethical considerations of the field of public relations	6.4
Presentation: Communication Theory	Meets “Proficient” criteria and demonstrates a sophisticated awareness of communication theory and its application regarding the medium and the given audience	Applies relevant communication theory appropriate for the medium and the given audience	Applies relevant communication theory, but application is cursory, contains inaccuracies, or it not appropriate for the medium or the given audience	Does not apply relevant communication theory	6.4
Presentation: Best Practices	Meets “Proficient” criteria and demonstrates a sophisticated awareness of best practices for message delivery effectiveness and its application regarding the medium and the given audience	Employs appropriate best practices in the field to ensure the presentation is effective in delivering its message for the medium and the given audience	Employs best practices in the field to ensure the presentation is effective in delivering its message for the medium and the given audience, but employment of best practices is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not employ best practices in the field to ensure the presentation is effective in delivering its message for the medium and the given audience	6.4
Video Pitch: Important Elements	Meets “Proficient” criteria and incorporation of story elements demonstrates an astute ability to discern important story elements to include for the given audience	Incorporates the important elements of the story told in the press release appropriate for the given audience	Incorporates the important elements of the story told in the press release, but incorporation of story elements is cursory, contains inaccuracies, or is not appropriate for the given audience	Does not incorporate the important elements of the story told in the press release	6.4

Video Pitch: Key Ethical Considerations	Meets “Proficient” criteria and response demonstrates a sophisticated awareness of the different ethical considerations appropriate for the medium and the audience	Applies key ethical considerations of the field of public relations appropriate for the medium and the given audience	Applies key ethical considerations of the field of public relations, but application is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not apply key ethical considerations of the field of public relations	6.4
Video Pitch: Communication Theory	Meets “Proficient” criteria and demonstrates a sophisticated awareness of communication theory and its application regarding the medium and the given audience	Applies relevant communication theory appropriate for the medium and the given audience	Applies relevant communication theory but application is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not apply relevant communication theory	6.4
Video Pitch: Message Best Practices	Meets “Proficient” criteria and demonstrates a sophisticated awareness of best practices for message delivery effectiveness and its application regarding the medium and the given audience	Employs appropriate best practices in the field to ensure the proposed video is effective in delivering its message for the medium and the given audience	Employs best practices in the field to ensure the proposed video is effective in delivering its message for the medium and the given audience, but employment of best practices is cursory, contains inaccuracies, or is not appropriate for the medium or the given audience	Does not employ best practices in the field to ensure the proposed video is effective in delivering its message for the medium and the given audience	6.4
Memo: Key Ethical Considerations	Meets “Proficient” criteria and response and research provided demonstrate an especially cogent defense of design decisions regarding key ethical considerations	Defends how the developed visual communications pieces accommodate key ethical considerations of the field appropriate for the medium and given audience and supports defense with research	Defends how the developed visual communications pieces accommodate key ethical considerations of the field appropriate for the medium and given audience, but defense is cursory, contains inaccuracies, or is not supported with research	Does not defend how developed visual communications pieces accommodate key ethical considerations of the field appropriate for the medium and given audience	6.4
Memo: Communication Theory	Meets “Proficient” criteria and response and research provided demonstrate an especially cogent defense of design decisions regarding communication theory	Defends how the developed visual communications pieces apply relevant communication theory appropriate for the medium and given audience and supports defense with research	Defends how the developed visual communications pieces apply relevant communication theory appropriate for the medium and given audience, but defense is cursory, contains inaccuracies, or is not supported with research	Does not defend how developed visual communications pieces apply relevant communication theory appropriate for the medium and given audience	6.4

Memo: Message Delivery Effectiveness	Meets “Proficient” criteria and response and research provided demonstrate an especially cogent defense of design decisions regarding best practices of message delivery effectiveness	Defends how your developed visual communications pieces employ best practices in the field regarding message delivery effectiveness and supports defense with research	Defends how your developed visual communications pieces employ best practices in the field regarding message delivery effectiveness, but defense is cursory, contains inaccuracies, or is not supported with research	Does not defend how developed visual communications pieces employ best practices in the field regarding message delivery effectiveness supported with research	6.4
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	4
Total					100%