

New York City College of Technology / Department of Communication Design

COMD 4900–Communication Design Internship: Learning Blog Presentation Value Rubric

Theme: To present your internship experience by describing how you found your internship, your internship site's company profile, your work environment/culture, a typical day on your site, a collaborative project you worked on, what you learned at the internship and how your classwork at City Tech applied to your internship.

PERFORMANCE CRITERIA	CAPSTONE 20 Points	MILESTONE 1 15 Points	MILESTONE 2 10 Points	BENCHMARK 5 Points	STUDENT SCORE
Adherence to Theme	The overall presentation demonstrates complete understanding of the theme and reflects a creative connection.	The presentation demonstrates understanding of the theme and adheres to it.	The presentation reflects some aspects but not a clear connection to the theme.	The presentation does not adhere to the theme.	
Clarity of Message	Ideas are expressed in a clear and organized fashion. It is easy to determine what the presentation is about.	Ideas are expressed in a clear manner, but the organization could have been better.	Ideas are somewhat organized but were not very clear. It took more than one reading to determine what the presentation was about.	The presentation seemed to be a collection of non-related images and copy. It was difficult to determine what the message was about	
Writing & Grammar	All copy is proofread and grammatically correct.	Copy contains 2–3 grammar and spelling errors.	Copy contains 4–6 grammar and spelling errors.	Copy contains 8 or more grammar and spelling errors.	
Presentation	Speaker maintained eye contact throughout. Tone was lively and engaging.	Speaker relied somewhat on notes/blog but kept the audience's attention.	Speaker showed insufficient evidence of preparation.	No evidence of practice before this presentation. Speaker did not engage the audience.	
Use of Media	Images and video support the theme in a clear, appropriate and exciting way.	Images and video support the theme clearly.	Images and video somewhat support the theme.	Images and video did not connect with the theme.	
Student Name: _____ Section Number: _____					