

# TAMIU MODIFIED INTEGRATED COMMUNICATION VALUE RUBRIC



for more information, please contact [value@aacu.org](mailto:value@aacu.org)

## Definition—Oral Communication

Oral communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

## Definition—Written Communication (W)

Written communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, and mixing texts, data, and images. Written communication abilities develop through iterative experiences across the curriculum.

## Definition—Visual Communication (V)

Visual communication is the development and expression of ideas in non-verbal formats. Visual communication involves making meaning of information through symbols, images, and/or representations coupled with text, data, and illustrations. These may include signs, symbols, wording, graphics, drawings, graphs, and/or tables.

*Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.*

Communication	Capstone 4	Milestones		Benchmark 1
		3	2	
<b>Delivery (O, V)</b>	Delivery techniques (posture, gesture, eye contact, <b>professionalism</b> , and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gesture, eye contact, <b>professional attire</b> , and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, <b>casual attire</b> , and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, <b>appearance</b> , and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.
<b>Control of Syntax and Mechanics (O, V, W)</b>	Uses <b>sophisticated</b> language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the portfolio has few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.	Uses language that sometimes impedes meaning because of errors in usage.
<b>Sources and Evidence (O, V, W)</b>	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing <b>with accompanying discipline specific citations.</b>	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing <b>with accompanying discipline specific citations.</b>	Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing <b>with specific citations.</b>	Demonstrates an attempt to use sources to support ideas in the writing. <b>Some sources are identified through citations.</b>
<b>Integrated Communication (O, W, V)</b>	Fulfills the assignment(s) by choosing a format, language, and other visual representation <b>in ways that deepen meaning</b> , making clear the interdependence of language and meaning, thought, and expression to <b>create a coherent, comprehensive, captivating message.</b>	Fulfills the assignment(s) by choosing a format, language, and other visual representation to <b>explicitly enhance and connect content and form</b> , demonstrating awareness of purpose and audience to <b>establish a coherent message.</b>	Fulfills the assignment(s) by choosing a format, language, and other visual representation that <b>connects in a basic way</b> what is being communicated (content) with how it is said (form) to <b>develop a clearly distinct message.</b>	Fulfills the assignment(s) (i.e. to produce an essay, a poster, a video, a PowerPoint presentation, etc.) <b>that supports the general purpose in an appropriate form.</b>