

Prompt and Rubric: Multimodal Reports, Essays, and Narratives

Project Overview

The overall purpose of this project is to help students develop critical thinking and communication skills by exploring an issue in-depth and delivering their findings in a structured, engaging, well-designed format. Using Adobe Express, students will create a multimodal webpage that conveys clear, credible ideas based upon abundant evidence that leverage a variety of digital media to enhance audience understanding.

Learning Outcomes

By completing this project, students will work toward the following:

- Identify, evaluate, and summarize credible information on an issue.
- Organize content logically to support a central idea/narrative and audience understanding.
- Apply principles of visual design (e.g., layout, color, imagery) to to curate and integrate a variety of media (images, photos, video, graphics) as an Adobe Express Webpage.
- Deliver a polished, practiced webpage publication for a target audience.

Target Audience

Students will share their multimodal project with an audience of peers, who will represent professionals unfamiliar with a topic but interested in clear, engaging, and visually effective publication.

Project Modality

Students will produce this project as an Adobe Express Webpage. If starting from a template, they might use this [Remixable Express Webpage Template](#) or start from scratch. Please see the supporting materials in this module for additional guidance on using Express (i.e., video tutorial series, project sample).

Project Steps

A project timeline might include the following phases:

Steps	Instructions	Due Date
1	Topic selection and proposal: choose a topic responding to a particular situation or prompt. Submit a brief proposal outlining the focus, purpose, and intended audience. Describe also the style of webpage you hope to develop (e.g., scientific report, argumentative essay, individual reflection).	TBA
2	Research and content development: gather credible sources and media that help develop and inform your central message or thesis.	TBA
3	Plan and storyboard: determine how to best structure your information into sections and the media you might use (e.g., photos, videos, graphics, images, etc.). Begin an Express Webpage and map how your information	TBA

	and visuals could appear in each section.	
4	Draft and review: prepare a draft version of your Webpage, and share with your instructors or peers for feedback. Revise your content and visuals based on suggestions provided.	TBA
5	Polish and Publish: improve your project through a series of drafts and feedback, and then polish the final project to share it as a published webpage.	TBA
6	Reflection: submit a short reflection that examines the choices you made throughout the project. Explain what you learned about effective long-form multimedia communication that you will take into future projects.	TBA

Assessment Criteria & Rubric

- **Focus:** makes a clear, focused point about a topic.
- **Evidence:** is well-supported by abundant, credible sources and/or information. Integrates sources with depth and insight, and references sources appropriately.
- **Organization:** logically structures information through the arrangement of text, graphics, and media. Individual segments build toward a cohesive overall narrative.
- **Tone:** uses an authentic written voice. Includes language appropriate for the project's audience and purpose.
- **Modality:** harmonizes media and linguistic elements to enhance meaning and impact. Designs an uncluttered, focused webpage with a consistent visual theme.
- **Creativity:** makes thoughtful, original design choices well beyond the starter template.
- **Conventions:** gives careful attention and polish to grammar, syntax, style, and citation.

Criteria	Poor	Average	Good	Excellent
Focus	Does not make a clear or focused point. Fails to identify a topic.	Somewhat makes a point about a topic but could use added clarity.	Makes an adequate point about a topic.	Makes a clear, focused point about a topic.
Evidence	Incorporates few to no sources. Any references to information are not supported or explained.	Somewhat supported by sources and/or information. Integration lacks depth and development.	Supported by credible sources and/or information. Integrates and references sources adequately.	Is well-supported by credible sources and/or information. Integrates sources with depth and insight, and references sources appropriately.

Organization	Lacks clear structure. Ideas and arrangement of text, graphics, and media are disjointed or difficult to follow.	Structure is somewhat confusing. Use of text, graphics, and media is inconsistent in conveying an overall narrative.	Mostly structures information logically through the arrangement of text, graphics, and media. Most individual sections build toward a cohesive overall narrative.	Logically structures information on individual slides through the arrangement of text, graphics, and media. Individual slides build toward a cohesive overall narrative.
Tone	Voice is unclear or inauthentic. Language does not suit the audience or purpose.	Voice is uneven or generic. Language may not fully suit the audience or purpose.	Voice is adequate for the project's audience and purpose.	Uses an authentic written voice and language appropriate for the project's audience and purpose.
Modality	Media use is minimal, distracting, or disconnected from the message and linguistic elements. Designs are cluttered and unfocused.	Media and linguistic elements are present but not well-integrated. Designs are a bit cluttered and unfocused.	Media and linguistic elements work well together. Some integration enhances the message. Mostly designs uncluttered, focused segments in a consistent visual theme.	Harmonizes media and linguistic elements to enhance meaning and impact. Designs uncluttered, focused segments in a consistent visual theme.
Creativity	Lacks originality. Applies few to no new design choices to the template.	Relies heavily on the template with limited original input.	Shows some original and thoughtful design choices beyond the template.	Makes thoughtful, original design choices well beyond a starter template.
Conventions	Frequent errors that hinder understanding or professionalism. Lacks attention to detail.	Noticeable errors that occasionally interfere with clarity or credibility. Needs more polish.	Minor errors in grammar, syntax, or citation that do not impede understanding. Thoughtfully refined.	Gives careful attention and polish to grammar, syntax, style, and citation. Publication ready.