

Urban Analysis (XX out of 75 points)

Composition: Document fulfills gradesheet expectations. [27%]

1-10	11-18	19-20
Insufficient: Six or more distinct gradesheet item-errors	Acceptable: No more than five distinct gradesheet item-errors	Professional: No more than one distinct gradesheet item-error

Description: Provide vivid, detailed description of San Jose-region site. [33%]

1-14	15-22	23-25
Insufficient: Description is vague and/or not region-specific	Acceptable: Description is clear, though somewhat generic	Professional: Description is thorough; site is region-specific

Course Engagement: Integrate modernity concept and three separate course readings to produce insight about communication at your chosen site. [40%]

1-17	18-26	27-30
Insufficient: Communication implications difficult to discern; modernity concept/readings insufficiently integrated	Acceptable: Communication implications are present, though modernity concept/readings could be more clearly integrated	Professional: Communication implications of modernity concept well supported by readings