

**Research Project (out of 75 points)**

*Composition: Document fulfills gradesheet expectations. [27%]*

| 1-10   | 11-18  | 19-20  |
|--|--|--|
| Insufficient: Nine or more distinct gradesheet item-errors | Acceptable: No more than eight distinct gradesheet item-errors | Professional: No more than two distinct gradesheet item-errors |
|  |  |  |

*Section One: Provide background and justification of specific communication artifact – along with a related research question or hypothesis. [13%]*

| 1-5   | 6-8                                     | 9-10  |
|---|---|---|
| Insufficient: No more than one element well developed | Acceptable: Two elements well developed | Professional: All three elements well developed |
|   |   |   |

*Section Two: Develop literature review containing at least four separate, distinct scholarly communication journal articles organized into two meaningful categories. [20%]*

| 1-6  | 7-12   | 13-15   |
|--|--|---|
| Insufficient: Less than four cites and/or vague organization | Acceptable: Four cites included with acceptable organization | Professional: Four cites insightfully organized |
|  |  |   |

*Section Three: Include explanation of theory and research method that guides your work. [13%]*

| 1-5   | 6-8  | 9-10                                       |
|---|--|--|
| Insufficient: Element missing or substantially underdeveloped | Acceptable: Both elements present and somewhat developed | Professional: Both elements well developed |
|   |  |  |

*Section Four: Perform preliminary analysis (via theory/method) of your artifact. [27%]*

| 1-10   | 11-18   | 19-20   |
|--|---|---|
| Insufficient: Analysis underdeveloped and/or disconnected from Section Three | Acceptable: Analysis draws somewhat from theory and/or method to summarize findings | Professional: Analysis employs theory and method to present clear insight into artifact |
|  |   |   |