

**Fourth Unit Proposal (XX out of 25 points)**

*Concept Mastery: State how this project will deepen your mastery of one Modernity Concept beyond the time and place of our class. [20%]*

1-2	3-4	5
Insufficient: Plan for concept mastery is vague.	Acceptable: Plan for concept mastery is present.	Professional: Plan for concept mastery is specific.

*Augmented Reading: Identify and justify selection of one scholarly book (beyond our assigned articles and excerpts) that will contribute to this project. [20%]*

1-2	3-4	5
Insufficient: Reading plan is underdeveloped.	Acceptable: Reading plan is suitable.	Professional: Reading plan shows insight into course goals.

*Multimedia Content: Indicate how you will integrate some kind of multimedia content to demonstrate the learning outcomes of your project. Depending on your choice of medium/media, provide a specific estimate of page-length, minutes, or other measure of development. [20%]*

1-2	3-4	5
Insufficient: Multimedia integration needs more clarity.	Acceptable: Multimedia integration plan shows promise.	Professional: Multimedia plan clearly delineated.

*Goal-Setting: Include a specific statement about how your project will help you meet your personal and/or professional goals related to communication studies. [20%]*

1-2	3-4	5
Insufficient: Goal is difficult to discern.	Acceptable: Goal is stated and reasonably clear.	Professional: Goal is precise and practical.

*Time Estimate: Provide an estimate for the number of hours that each element of your project will require (should total approximately 45 hours). Note: Ensure that no hours in your estimate duplicates time for which you are already receiving credit (either in this class or in another). Thus time for presentation cannot be included. [20%]*

1-2	3-4	5
Insufficient: Time estimate is inadequately defined.	Acceptable: Time estimate suggests potential for success.	Professional: Time estimate is detailed and realistic.