

Rubric - Final Exam
Writing 110B, 2019

PROTEST ART: 11x17, medium of choice	20 points
Clear message - easy to understand	
Clear target audience	
Significance - tell audience why this is important	
Thought-provoking and emotionally-provoking	
Clear call to action	
Style corresponds to message	
REFLECTION: ½ p. single spaced	30 points
Clear explanation of message & tone	
Thoughtfully explains rhetorical choices	
Explains meaning/personal link to you	