**Unit I grading criteria** (as formed by you)

The organization/layout of the paper is clear and concise; the quality of the sequencing of ideas should be valued

Is the paper easy to understand? Logical?

The content and the argument is thoroughly developed, answering the rhetorical situation of each album cover and using the majority of the paper to analyze the image

The paper should identify the audiences for each album; a narrow explanation of a specific audience is necessary

The paper delivers ideas and concepts without repetition

The paper embraces and analyzes the image, not the artist

The paper possesses an unbiased analysis; a biased analysis affects the overall persuasiveness and purpose of this particular assignment

The paper supports claims, doesn’t overly generalize or cater towards stereotypes

The student produces works in a timely manner in order to produce a quality, well-put-together analysis that doesn’t leave the reader questioning their effort on the assignment

The opening paragraph provides a sense of direction to the reader; introducing the artist/album and intentions for the paper; there’s a central claim, or controlling idea (or thesis) that allows the reader to see the purpose and direction of the paper

The paper possesses correct use of grammar; proper spelling and sentence structure with an academic tone

The paper incorporates an analysis of the layout/design/color scheme; each has a specific purpose on the album cover

The paper connects the modes of persuasion (rhetorical appeals) to the album cover

The audience, genre, and context is incorporated to help with the understanding of the image

The tone and stance is effectively communicated to interpret the artist’s purpose(s)

The paper communicates the genre of music and the genre expectations, and whether the artist meets or subverts those genre expectations

The paper meets the exact requirements (page length, font, spacing, etc.)