Google Slide Presentation—Activism Rubric

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| ***Criteria*** | ***0 points*** | ***1 point*** | ***2 points*** |
| ***Persuasive Title/Name of Cause*** | Did not include | Included title but it wasn’t related or persuasive | Included persuasive title |
| ***Background info about cause*** | Did not include | Background info included but not sufficient | Sufficient background info included about cause |
| ***Facts, Numbers, Statistics (logos)*** | Did not include | Facts, numbers, statistics included but not sufficient or no reference as to where they came from | Facts, numbers, statistics included and sources cited |
| ***Personal stories/anecdotes included to persuade (pathos)*** | Did not include | Personal stories included but not persuasive or relevant | Personal stories included are persuasive and relevant to the cause |
| ***Visuals included*** | Did not include | Visuals included are distracting or unrelated | Visuals are persuasive, related and enhance message |
| ***Call to Action***  ***(what you want people to do)*** | Did not include | Call to action is included but unclear | Call to action is clear and focused |
| ***Contact info*** | Did not include | Contact info is included but insufficient | Contact info included is accurate and complete |
| ***Works Cited***  ***(ethos)*** | Did not include | Works cited page is included but insufficient | Works cited page is included and provides all sources of cited information |
| ***Presentation as a whole*** | Did not include | Slides are somewhat easy to read, but there are some grammar errors that make them confusing. | Slides are readable, grammatically correct, and aesthetically pleasing. |