DIGITAL COMMUNICATION ABILITY

Definition

Clear communication imparts messages to others, constructs knowledge, fosters understanding, and/or influences opinion. The ability to communicate can be demonstrated in many ways, including through essays, poems, narratives, dialogues, presentations, formal and informal speaking, digital platforms, and other varieties of methods.

Framing Language

This rubric focuses on three dimensions of effective communication common to all forms, genre, and media (including Written, Oral and Digital Communication). These dimensions are Content Development, Purpose and Audience, and Control of Language. This rubric also defines effective Digital Communication.

Content Development and Organization

Content is well-organized, clear and logical. Statements, claims, and conclusions are supported by evidence or narrative detail. Where applicable, facts are not confused with opinions, and sources are credible and relevant. This material might consist of explanations, examples, illustrations, statistics, analogies, or quotations from relevant authorities. Through increasingly sophisticated use of sources, student authors will develop an ability to differentiate between their ideas and the ideas of others.

Assessing content and organization will shift depending on genre. For example, communications such as essays, letters, oral presentations, digital stories exhibit organizational patterns that include an introduction, body and conclusion. That pattern reflects choices among possible alternatives, including a chronological pattern, a problem-solution pattern, or an analysis-of-parts pattern. Genres such as poetry, dialogues, and wikis may evidence a different design, but demonstrate a student's understanding of form and content. In addition to serving the assignment's purpose, student work will incorporate sources according to disciplinary and genre conventions.

Purpose, Audience, and Genre

Communication must be appropriate to the context, and the purpose clear. The style and use of language are appropriate for the audience and purpose, and the conventions of the genre and/or discipline are respected. The purpose of communicating will depend in part on its intended effect on an audience, including work that means to persuade, report, inform, problem solve, argue, connect, or amuse.

Control of Language, Syntax, and Mechanics

Communication is clear, fluent, and appropriate for the genre and medium. Grammar, pronunciation, vocabulary, and language choice are appropriate to the audience and occasion. Errors do not interfere with comprehension. While particular communications may require some adaptation of form, in most cases the expectation is that the author will employ the language and syntax considered to be "standard" and appropriate to academic or professional settings. The articulation, tone, volume, pace, eye contact, and body language for oral presentations are appropriate to the interaction.

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For *Digital Communication,* consider the following elements in addition to the above dimensions of effective communication:

- Multimodal/Media Composition: Digital communication employs an evolving range of digital tools and platforms for purposeful composition, including but not limited to websites, ePortfolios, PowerPoint presentations, multimedia blogs and Tweets, and digital stories. The capacities of these and other digital platforms create expanded opportunities for students to compose with multimodal and/or multimedia texts, which means the creative integration of two or more forms of media together, including text, audio, video, photography, animation, graphs, charts, and/or data visualizations. Successful digital communication will juxtapose and integrate multimodal design using tools and platforms appropriate for the assignment. The complexity of multimodal elements and/or volume of multiple multimodal elements is less significant than whether such elements advance and enhance the purpose of communication.

- Holistic Design: Effective digital composition will advance the content and purpose of the communication through creative juxtaposition of media as part of a balanced, purposeful visual design, which may also include digital features like hyperlinks (note: the simple presence of hyperlinks or a simple hypertext document does not constitute digital communication if it's not multimodal). Proficient digital artifacts will develop a holistic approach to content, in which the different parts of the composition – the sequence, pages, images, banners, etc. – work together to reinforce the overall purpose and content. For example, text, image and visual design of a web page or ePortfolio will be intentionally deployed to more powerfully communicate a unified message or narrative. Holistic design signals the way different parts of multimodal compositions of various sizes contribute to a coherent whole.

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Dimension	Proficient - 4	Competent - 3	Developing - 2	Novice - 1
Content Development and Organization	Content is well-organized, clear and logical. Statements and/or thesis and conclusions are supported by evidence or narrative detail. Facts are not confused with opinions. Sources are credible and relevant.	Content is mostly well-organized, clear and logical. Statements and/or thesis and conclusions are mostly supported by evidence or narrative detail. Facts are usually not confused with opinions. Sources are usually credible and relevant.	Content is somewhat well-organized, clear and logical. Statements and/or thesis and conclusions are somewhat supported by evidence or narrative detail. Facts are occasionally confused with opinions. Sources are sometimes credible and relevant.	Content is minimally organized, clear and logical. Statements and/or thesis and conclusions are rarely supported by evidence or narrative detail. Facts are often confused with opinions. Credible and relevant sources are rarely used.
Purpose, Audience, and Genre	The purpose of the communication is clear. The style and use of language are appropriate for the audience and the communication's purpose. The conventions of the chosen genre and/or discipline are respected.	The purpose of the communication is mostly clear. The style and use of language are mostly appropriate for the audience and the communication's purpose. The conventions of the chosen genre and/or discipline are mostly respected.	The purpose of the communication is somewhat clear. The style and use of language are somewhat appropriate for the audience and the communication's purpose. The conventions of the chosen genre and/or discipline are sometimes respected.	The purpose of the communication is unclear. The style and use of language are rarely appropriate for the audience and the communication's purpose. The conventions of the chosen genre and/or discipline are rarely respected.
Control of Language, Syntax, and Mechanics for all Artifacts	Communication is clear, fluent and appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are appropriate to the audience and occasion. Errors don't interfere with comprehension.	Communication is mostly clear, correct, fluent and appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are mostly appropriate to the audience and occasion. Errors minimally interfere with comprehension.	Communication is somewhat clear, correct, fluent and appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are somewhat appropriate to the audience and occasion. Errors sometimes interfere with comprehension.	Communication is rarely clear, correct, fluent or appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are rarely appropriate to the audience and occasion. Errors consistently interfere with comprehension.

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Digital Communication				
Digital Communication Digital communication employs multimedia composition with appropriately selected digital tools and platforms. It also employs holistic design, effectively integrating text, image, video and other elements to communicate unified content and purpose.	Digital Communication effectively employs multimodal composition with appropriately selected digital tools and platforms. Effectively employs holistic design to advance unified content and purpose of communication.	Digital Communication mostly effectively employs multimodal composition with appropriately selected digital tools and platforms. Employs mostly effective elements of holistic design to unify content and purpose of communication.	Digital Communication somewhat effectively employs multimodal composition with appropriately selected digital tools and platforms. Employs somewhat effective elements of holistic design to unify content and purpose of communication.	Digital Communication minimally employs multimodal composition with appropriately selected digital tools and platforms. Employs minimal elements of holistic design to unify content and purpose of communication.