**Group:**

**BuzzFeed Assignment Grading Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content (25 points)** | **Points** | **Total** | **Comments** |
| Content meets all textual, topical, and image requirements specified in the assignment sheet. | **25** |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing and Outreach Plan (25 points)** | **Points** | **Total** | **Comments** |
| Marketing plan meets all requirements, demonstrates strategic alignment, and critical thinking | **25** |  |  |

|  |  |  |  |
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| **Results Presentation (25 points)** | **Points** | **Total** | **Comments** |
| Report meets all requirements, presenters are well-prepared and engaging | **25** |  |  |

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| **Performance (25 points)** | **Points** | **Total** | **Comments** |
| Traffic requirement (1,000 total visits) | **25** |  |  |

**Peer Evaluation Sheet**

Give yourself and each team member a score (1-4), assessing the contribution made at each phase of the project. (Or “0” if no contribution was made by the individual)

1 = Contribution was minimal or counterproductive in some way

2 = Contribution was OK, but probably not as much as it should have been

3 = Contribution was appropriate and participation was valuable

4 = Contribution was noticeably greater compared to other group members (**Rare Score**)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Content Idea / CreationPhase | Marketing and Outreach Plan CreationPhase | Content PromotionPhase | Presentation Phase |
| Your Name: |  |  |  |  |
| Group Member Name: |  |  |  |  |
| Group Member Name: |  |  |  |  |

\*Individual section scores may be deducted between 10-100% if average peer evaluation is less than a 3.

Would an objective person find it reasonably fair for all members in your group to receive the same overall assignment score?

Explain any scores above that would help me understand the overall group dynamic or the contributions made/not made by individuals (including yourself).