



COM 325 Final Project Milestone Two: Magazine Article Rubric

Overview: The role of the editor in today's media and publication industries has been transformed by the convergence of technological advances and the manner of delivery. Whether they work in news operations, public relations, advertising, or book publishing, traditional copy editors have merged with content editors. Foundational skills in basic language editing and the practical competencies associated with editing content for new media (including visual literacy, headlines, typography, and search optimization) are important to success in this area. In this course, you will acquire those skills. You will demonstrate your ability to apply these skills in both final projects. **This milestone is due in Module Two.**

Magazine Article Guidelines:

- A good way to start off a magazine article is with a story or a quote. Does the author do this? Make changes in the copy to start the article off this way to gain the interest of the audience.
- Does the author include outside sources or quotes? Make sure the person's full name is correct. If you need to include a company and job title and it is not in the copy, make a note of this. If there are not outside sources, make suggestions for additional interviews or places where the author can gain more knowledge to include in the piece.
- This article should be no more than 1,200 words. Cut and rewrite copy as needed to make this word count.

Specifically, the following critical elements must be addressed:

- Formatting:** Revise the materials so that they conform to the Associated Press style format and adhere to the outlined requirements. Apply the editing shorthand used throughout the course.
- Consistency:** Edit the materials for consistency in tense, number, and gender, and ensure that appropriate word choice, word forms, and symbols are used consistently throughout the piece. Include any annotations to the author with recommended revisions where necessary. (For example, if percentages are used throughout the article, all instances of percentage should say "percent"—not "%" or "per cent.")
- Readability:** Edit the materials for readability. Is there information missing that leaves the reader wondering or guessing? Include any annotations with recommended revisions to the author where necessary.
- Audience:** Revise the materials to ensure they are appropriate in meeting the needs of the audience for which they are intended. Include any annotations with recommended revisions to the author where necessary.
- Fact-Checking:** Materials should be fact-checked and screened for instances of plagiarism. Ensure all outside information is given attribution throughout the piece.

Guidelines for Submission: Magazine article should follow these formatting guidelines: it should be no more than 1,200 words, 12-point Times New Roman font, one-inch margins, and, if required, citations in APA format.

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Formatting	Revises the materials to conform to the Associated Press style format and adheres to the requirements provided without errors	Revises the materials to conform to the Associated Press style format, but does not adhere to the requirements provided	Does not revise the materials to conform to the Associated Press style format or adhere to the requirements provided	20
Consistency	Edits the materials for consistency without errors, making appropriate recommendations to the author for revisions where necessary	Edits the materials for consistency but misses several key errors or does not make appropriate recommendations to the author for revisions when necessary	Does not edit the materials for consistency	20
Readability	Edits the materials for readability and includes appropriate recommendations to the author for revisions where necessary	Edits the materials for readability but with gaps in providing appropriate recommendations to the author for revisions where necessary	Does not edit the materials for readability	20
Audience	Revises the materials to ensure they meet the needs of the intended audience and appropriately recommends revisions to the author where necessary	Revises the materials, but with gaps in meeting the needs of the audience, or does not provide appropriate recommendations to the author for revisions where necessary	Does not revise the materials to meet the needs of the audience	20
Fact-Checking	Accurately fact-checks and screens materials for plagiarism and accurate attribution	Fact-checks and screens materials for plagiarism but misses several key instances or attributions are not properly formatted	Does not fact-check or screen the materials for plagiarism	20
Earned Total				100%