

**IDS 404 Milestone Three Guidelines and Rubric**  
**Popular Culture, You, and Society**

**Overview:** In Final Project Part Two, you will develop a **multimedia presentation** in which you will have a chance to reflect on what you have learned about your artifact, yourself, and society through analyzing its impact on popular culture. You will also be able to apply your communication skills and integrate multimedia elements to communicate your message to an audience. This milestone is due in **Module Five**.

In developing this presentation, you will be able to use your analysis from the first part of this project as a starting point. The reflective nature of this activity prompts you to dig deeper and consider the implications posed by the critical analysis of your artifact. How does studying popular culture affect how you understand yourself as well as the world around you? You'll also be challenged to incorporate a dash of creativity to enhance your message.

**Multimedia Presentation:** For the second part of the project, you will create a multimedia presentation that incorporates audio narration and visuals to articulate how critically analyzing your popular culture artifact impacts your own framework of perception and ability to constructively engage in society.

**PowerPoint:** You are required to include a combination of text and visuals in order to support your PowerPoint presentation. Use the [Check File Compatibility With Earlier Versions](#) and [Are You Having Video or Audio Playback Issues?](#) resources to help you check compatibility between versions of Office. Also, follow the instructions on the [Microsoft Support page](#) to compress your presentation as a zipped file. You may upload a zipped file when submitting this assignment. Reducing the size of the PowerPoint presentation file by compressing it makes it easier for your instructor to download and grade.

**Microphone:** While it is not necessary to purchase a microphone for this project, you will need to have access to a microphone to record the narration of the presentation. This could be the external microphone of your device, a set of earbuds, or equipment borrowed from a friend. This assignment is graded on the content of the narration, not the quality of the recording.

**Prompt:** First, review the module resources you have encountered so far and create a presentation draft (PowerPoint with speaker notes) that analyzes the artifact under study (the one you selected in Module Two).

Specifically, the following **critical elements** (which align to the critical elements required of the presentation in Final Project Part Two) must be addressed:

- I. **Artifact:** For this section of your presentation, you will introduce the artifact and how it embodies the mediated nature of popular culture and any topics that have been discussed in the course.
  - A. Using appropriate research strategies, **describe** the relationship between your artifact and popular culture. What is the origin of your artifact?
  - B. What is the relationship between popular culture and your artifact? How does one influence the other? Using appropriate research strategies, describe the **impact of your artifact on society**. In your explanation, consider who is impacted by the artifact and what is important to know about the attitudes, behaviors, and choices of those who are impacted by the artifact.
  - C. Using relevant research or diverse perspectives, assess how **society impacts** your artifact.

- II. **Youself:** This section of your presentation explores how studying popular culture influences your individual framework of perception with respect to your discipline of study or profession.
  - A. How has critically analyzing your popular culture artifact informed your **individual framework of perception**? Consider how it has altered the way you perceive the world.
  - B. How can critically analyzing popular culture influence your **field of study or profession**? How can popular culture inform your understanding of the next big topic of study in your field or profession in the next five to ten years?
  
- III. **Society:** This section of your presentation explores how studying popular culture enhances your ability to engage constructively in society.
  - A. How does critically analyzing popular culture add value to how you **interact** with people and popular culture artifacts? Supplement your reasoning with examples.
  - B. Recommend **strategies** for using this kind of critical analysis for meeting your personal and professional goals. What might this look like in your everyday life? Consider how popular culture can be used to address the day-to-day responsibilities or questions faced by practitioners in your field or discipline.
  
- IV. **Conclusion**
  - A. Using relevant research or diverse perspectives, assess the **benefits and challenges** of addressing issues in popular culture.
  - B. Explain how critically analyzing popular culture **adds value** to interactions with people in personal and professional contexts.
  
- V. **Presentation:** Throughout your presentation, you will be assessed on your ability to use effective communication skills to deliver your message to your audience.
  - A. Construct your presentation in a way that ensures the audio and visual elements are logically **organized** in order to convey your message to your audience.
  - B. Provide supporting **evidence** in your presentation that supports the importance of the critical analysis of popular culture and the impact of your artifact.
  - C. Develop the audio narration to logically **flow** with the presentation to articulate the importance of critically analyzing popular culture and the impact of your artifact.

### Rubric

**Guidelines for Submission:** Milestone Three should be approximately 10 to 12 slides. You are required to include a combination of text and visuals in order to support your work. Support your presentation with relevant resources cited in APA format and noted on a separate slide. If you require alternative accommodations for completing this assignment, reach out to your instructor directly for more information.

**Note:** TurnItIn, the originality report feature used in the course, is not able to check PowerPoint submissions for plagiarism. Thus, you should submit your speaker notes in a separate Word document. Both files (PowerPoint and Word) can be submitted through the Milestone Three submission form.

Please note that the grading rubric for this milestone submission is not identical to that of the final project. The Final Project Part Two Rubric will include an additional “Exemplary” category that provides guidance as to how you can go above and beyond “Proficient” in your final submission.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Artifact: Popular Culture Artifact</b>	Describes the artifact and how it relates to popular culture, using appropriate research strategies	Describes the artifact and how it relates to popular culture, but description is cursory or research strategies are inappropriate	Does not describe the artifact and how it relates to popular culture	9
<b>Artifact: Impact on Society</b>	Describes the impact of the artifact on society and uses appropriate research strategies	Describes the impact of the artifact on society, but the description is cursory or the research strategies are inappropriate	Does not describe the impact of the artifact on society	9
<b>Artifact: Society Impacts</b>	Assesses how society impacts the artifact, using relevant research or diverse perspectives	Assesses how society impacts the artifact, but explanation is cursory or the use of relevant research or diverse perspectives is inappropriate	Does not assess how society impacts the artifact	9
<b>Yourself: Individual Framework of Perception</b>	Explains how critically analyzing popular culture artifact has informed your individual framework of perception	Explains how critically analyzing popular culture artifact has informed your individual framework of perception, but explanation is cursory	Does not explain how critically analyzing popular culture artifact has informed your individual framework of perception	6
<b>Yourself: Field of Study or Profession</b>	Explains how critically analyzing popular culture can influence your discipline of study or profession	Explains how critically analyzing popular culture can influence your discipline of study or profession, but explanation is cursory	Does not explain how critically analyzing popular culture can influence your discipline of study or profession	9
<b>Society: Interact</b>	Explains how critically analyzing popular culture adds value to interactions with people and popular culture artifacts	Explains how critically analyzing popular culture adds value to interactions with people and popular culture artifacts, but explanation is cursory	Does not explain how critically analyzing popular culture adds value to interactions with people and popular culture artifacts	9
<b>Society: Strategies</b>	Recommends strategies for using critical analysis for meeting personal and professional goals	Recommends strategies for using critical analysis for meeting personal and professional goals, but recommendations are inappropriate	Does not recommend strategies for using critical analysis for meeting personal and professional goals	9
<b>Conclusion: Benefits and Challenges</b>	Assesses the benefits and challenges of analyzing popular culture and uses relevant research or diverse perspectives	Assesses the benefits and challenges of analyzing popular culture, but analysis is cursory or utilization of relevant research or diverse perspectives is inappropriate	Does not assess the benefits and challenges of analyzing popular culture	8

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Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Conclusion: Adds Value</b>	Explains how critically analyzing popular culture adds value to interactions with people in personal and professional contexts	Explains how critically analyzing popular culture adds value to interactions with people in personal and professional contexts, but explanation is cursory	Does not explain how critically analyzing popular culture adds value to interactions with people in personal and professional contexts	8
<b>Presentation: Organized</b>	Constructs the presentation in such a way that ensures the audio and visual elements are logically organized	Presentation is constructed with audio and visual elements, but the organization is illogical	Does not construct the presentation in such a way that it is logically organized in order to convey its message to the target audience	6
<b>Presentation: Evidence</b>	Provides supporting evidence in the presentation that supports the importance of critically analyzing artifact and its impact within popular culture	Provides supporting evidence, but it does not support the importance of the artifact and its impact within popular culture	Does not provide supporting evidence in the presentation that supports the importance of critically analyzing popular culture	8
<b>Presentation: Flow</b>	Develops the audio narration to logically flow with the presentation to articulate the importance of critically analyzing the artifact and its impact within popular culture	Develops the audio narration, but it does not logically flow with the presentation to articulate the importance the artifact and its impact within popular culture	Does not develop the audio narration to articulate the importance of the artifact and its impact within popular culture	6
<b>Articulation of Response</b>	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	4
<b>Total</b>				<b>100%</b>