

ORAL COMMUNICATION/CREATIVE EXPRESSION (OCCE) RUBRIC

Students examine issues, problems, and cultural and aesthetic connections, using verbal and nonverbal methods to send messages in various modes. Students produce creative, visual, and/or oral works that reflect the situation, audience, and medium of communication and adhere to the conventions of artistic, verbal and/or nonverbal methods of expression.

General Education Measures (GEMs)	Proficient	Near Proficient	Not Proficient	Did Not Submit	Not Applicable
<p>OCCE 1: Students examine issues, problems, and cultural and aesthetic connections.</p>	<p>Student work demonstrates analysis of key cultural or aesthetic details.</p>	<p>Student work attempts analysis of key cultural or aesthetic details but occasionally relies on memorization or basic understanding of key aesthetic cultural or aesthetic details.</p>	<p>Student work does not go beyond memorization and/or basic understanding of key concepts</p>	<p>The student did not submit the assignment.</p>	<p>OCCE 1 is not assessed in this course.</p>
<p>OCCE 2: Students use verbal and nonverbal methods to send messages in various modes.</p>	<p>Student work uses verbal or nonverbal methods and conveys a clear and cohesive message using one or more modes of communication/expression.</p>	<p>Student work includes a message, using one or more modes of communication/expression, but the message is at times unclear or inconsistent.</p>	<p>Student work does not convey a clear and cohesive message using one or more modes of communication/expression.</p>	<p>The student did not submit the assignment.</p>	<p>OCCE 2 is not assessed in this course.</p>
<p>OCCE 3: Students produce creative, visual, and/or oral works that reflect the situation, audience, and medium of communication.</p>	<p>Student work, including the medium of communication, effectively reflects the situation and audience.</p>	<p>Student work acknowledges the situation and audience but at times does not adequately or effectively reflect one or both.</p>	<p>Student work, including the medium of communication, does not demonstrate awareness of or respond to the situation and audience.</p>	<p>The student did not submit the assignment.</p>	<p>OCCE 3 is not assessed in this course.</p>
<p>OCCE 4: Students adhere to the conventions of artistic, verbal, and/or nonverbal</p>	<p>Student work follows the conventions of artistic, verbal, and/or nonverbal methods of expression.</p>	<p>Student work attempts to follow the conventions of artistic, verbal, and/or nonverbal methods of</p>	<p>Student work does not observe the conventions of artistic, verbal, and/or nonverbal methods of expression.</p>	<p>The student did not submit the assignment.</p>	<p>OCCE 4 is not assessed in this course.</p>

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methods of expression		expression but does not do so consistently.			

Glossary

The definitions that follow were developed to clarify terms and concepts in this rubric only.

- **Aesthetic connections:** associations or correlations related to the study of artistic or creative expression
- **Analysis:** the process of studying the nature, elements, or impact of something
- **Conventions:** methods, rules, or practices maintained by use, e.g., the structure of a play or script or the principles of perspective
- **Cultural connections:** associations or correlations related to shared beliefs, customs, or social environments or phenomena
- **Medium of communication:** the means of sending a message to the audience, e.g., speeches, monologues, drawing, sculpture, poems, short stories, photographs and images, etc.
- **Modes:** various ways of addressing a medium, e.g., digital vs film in photography or cinematic vs. theatrical conventions
- **Nonverbal Methods:** ways of communication that do not involve words, e.g., drawing, dance, photography
- **Works:** the product that the student produces or creates, e.g., the speech, presentation, drawing, portfolio, performance

This rubric was adapted from the Association of American Colleges and Universities (AAC&U) VALUE rubrics.