Rubric Type: Communication Rubric

Criteria	Exemplary	Mature	Competent	Developing	Formative	Incomplete
Context: audience, purpose, focus, tone **10** possible points	**10 points** Clearly & concisely expresses purpose for writing, addresses target audience, contains focused approach, uses appropriate tone	**8 points** Clearly expressed purpose for writing, addresses target audience, focused approach, appropriate tone	**6 points** Generally contains purpose for writing, addresses target audience, focused approach, appropriate tone	**4 points** Writing confuses or mixes audiences within the various sections of the message, inappropriate tone, lack of focus	**2 points** Writing lacks language that addresses audiences' needs and expectations, inappropriate tone, lack of focus	**0 points**
Content: message, appeals, narrative, data **10** possible points	**10 points** Uses appropriate message strategies, contains persuasive appeals, crafts compelling narrative, visualizes data for maximum impact	**8 points** Uses appropriate message strategies, contains persuasive appeals, crafts compelling narrative, visualizes data, but 1-2 small details may be missing.	**6 points** Messages strategies, persuasive appeals, narrative, data visualization are generally adequate, but 3-5 details are missing or should be revised	**4 points** Messages strategies, persuasive appeals, narrative, data visualization are generally ineffective, and deliverable is missing many elements (6+)	**2 points** Missing all or nearly all of messages strategies, persuasive appeals, narrative, data visualizations; entire project should be redone.	**0 points**

Organization: claims, logic, transitions **10** possible points	**10 points** Organization is flawless and incorporates all elements of structure, support & arrangement of ideas.	**8 points** Organization is strong and incorporates nearly all elements of structure, support & arrangement of ideas, but 1-2 small details may be missing.	**6 points** Organization is adequate and incorporates most elements of structure, support, & arrangement of ideas, but 3-5 details are missing	**4 points** Organization is ineffective and is missing many elements (6+) of structure, support, & arrangement of ideas	**2 points** Organization is incoherent, missing all or nearly all aspects of structure, support, & arrangement of ideas	**0 points**
Style: grammar, punctuation, spelling, syntax, usage **10** possible points	**10 points** Maximally persuasive writing, Eloquent language, Error-free spelling, punctuation, grammar, usage, varied syntax	**8 points** Persuasive writing style, may contain 1-2 minor errors that do not impede readability	**6 points** Moderately persuasive writing, but could be improved word with revisions to usage, syntax, or mechanics contains 3-4 errors	**4 points** Barely persuasive; word choice and sentence structure are vague or unclear; paragraphs are wordy and need revision Language usage contains many errors (5+)	**2 points** Does not persuade; lacks clarity throughout; numerous and various types of errors in language usage so that the document is hard to read/understand	**0 points**
Delivery: prompt, modality/medium, formatting, directions **10** possible points	**10 points** Answers prompt, formatted according to	**8 points** Document Genre & Format is complete but may contain 1-2 minor	**6 points** Document Genre & Format is mostly	**4 points** Document formatting contains many errors (6+) and	**2 points** Did not follow or completely	**0 points** *Type a description*

	modality/medium, follows directions	errors with standard conventions	complete but contains 3-5 errors and should be revised and edited	needs extensive revision or editing	misread directions.	