

_____ Student

Grading Criteria for Using Design Principles in Rhetorical Analysis of a Business Document

(10 points each):

_____ Uses rhetorical and/or information design theory to guide the analysis. Names theorists and defines theories (such as Williams's CARP principles).

_____ Completes sufficient and credible research, using both primary and secondary sources. (This actually does not have to be extensive—just what you need to be able to talk about the design effectively.)

_____ Cites sources using an appropriate citation style (usually MLA or APA, but if you are more familiar with another citation style, talk to me)

_____ Considers the effectiveness of designs for particular audiences. In other words, the document fulfills its purpose.

_____ Mentions specific design elements such as (but not necessarily) repetition, contrast, alignment, and proximity

_____ Explains the purpose of the design and the audience(s) for the design.

_____ Explains the method of analysis.

_____ Report is well-organized and well-edited (you may work in Indesign OR Word but you must think about the design of the report—headings, margins, layout)

_____ Report is complete and is thorough (8 pages double-spaced is a tentative goal. It is hard for me to imagine that you could write an effective, well-formatted analysis in fewer pages. In other words, if the analysis is only 6 pages, yet is very concrete and well-researched, I won't count off simply because you didn't have the recommended number of pages.)

_____ Turned in on time