Context (Purpose and Audience)

Failure to follow topic scenario as assigned:
- problems with establishing/ maintaining persuasive focus
- mistaken or unclear sense of purpose (ie: failure to identify and effectively describe relevant problem to be addressed); missing or ineffective introduction sections (detailing purpose, motivation, background)
- incorrectly identified audience: problematic assumptions about audience expertise and/or motivation

Topic scenario effectively addressed:
- effective establishment of persuasive focus: clear articulation of purpose—description of relevant problem to be addressed (via clear and interesting introduction sections detailing purpose, motivation, background)
- correctly identified audience: needs/expectations of audience effectively addressed with respect to knowledge and motivation

Content and Form (Genre)

- Difficulty with adapting genre expectations: problems with length, tone, and/or approach that make piece difficult to imagine as a piece of professional Engineering communication

- Success in adapting genre expectations: length, tone, and approach are appropriate to professional Engineering communication

Ineffective or illogical organization:
- problematic or incorrect organizational scheme (ie: ordering of points, paragraphs)
- general lack of coherence; ineffective/missing transitions
- problems with organization and/or cohesion of paragraphs; underdeveloped or overly long paragraphs
- ineffective or missing concluding/summative statement

Logical, coherent organization:
- generally effective organizational scheme
- good overall coherence; effective transitions
- well-structured, cohesive, and well-developed paragraphs of appropriate length for genre
- effective concluding statement

- Problems with content: too simplistic in presentation and choice of details; proposal doesn't seem sufficiently well-informed or authoritative in describing relevant details of technology; seeming lack of sufficient research and/or research is not introduced/integrated effectively and in a genre-appropriate manner (ie: problems with citation/documentation)

- Effective, useful content: correct, audience-appropriate decisions re. what details to include, discuss; proposal comes off as well-informed and authoritative; research is introduced/integrated in a genre-appropriate manner (including effective citation/documentation)

Grammar, Punctuation, and Style

- Some serious and/or recurrent grammatical errors: sentence boundary problems, agreement errors, misplaced/dangling modifiers, mixed constructions

- Some serious and/or recurrent errors of punctuation: commas, semicolons, colons, apostrophes, dashes

- No serious and/or recurrent errors of grammar; no serious and/or recurrent errors of punctuation

- Problems of clarity/style: awkward and/or wordy constructions, diction problems, pronoun reference problems, passive voice constructions and/or problems with lost action (ie: nominalization and weak verbs), tense shifting, lack of sentence type or variety (and/or problems with tailoring sentence complexity to audience, genre)

- Clear, effective expression throughout: generally good (genre-appropriate) style—audience-appropriate diction and tone; some variety of sentence types/lengths (with sentence complexity generally commensurate with audience knowledge and suitable to genre); concrete and specific references, strong verbs (action)