| Criteria | **Excellent** | **Needs Improvement** |
| --- | --- | --- |
| **DELIVERY** | | |
| **Scenario**  **& word count** | * Attached & established a scenario that addresses a specific audience and reaches them effectively * Sufficient length | * Scenario page not attached; unable to figure out how to grade * Scenario not clearly established OR not logical OR not effective * Scenario \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Word count not included OR too long OR too short |
| **Visual Clarity** | * Placement matches scenario you’ve created * An excellent system of hierarchy of visual cues matches actual real world look | * Paper NOT formatted OR No author name integration * Didn’t make design a sample of the actual location where your solution would be found by the audience * Visual clarity is not consistent/clear  OR it’s evident, but needs C\*R\*A\*P\* or fix FONTS * Missing TW elements that cue the reader to pattern/org:  title, headings, headers (title), footers (pg #), \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **PATTERN AND READING AIDS** | | |
| **Introduction** | * Brought easily into the subject * Acknowledged the reader * Clearly acknowledged their problem * Convinced the reader that the problem is serious * Gave an exact solution overview statement | * Entrance into subject is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Did not acknowledge the reader OR reader implied * Problem not clearly acknowledged, OR not acknowledged * Did not convince reader about problem’s seriousness * Solution overview did not use exact language  OR Solution overview not present * Included solution or persuasive language in the introduction |
| **Org Pattern** | * Used an approved P/S org structure * Clear path from intro to end * Headings use parallelism | * Solution org not always clear OR No apparent structure * Not written as P/S (instead as POSITION or RESEARCH) * Headings not parallel OR Headings do not help show pattern |
| **Solution(s) Section(s)** | * Stated clearly, with strong examples, and facts to explain how to implement the solution * Anticipated and responded to possible objections to solution | * Solutions missing how to implement the solution * Leaps of Logic OR Solution not related to problem * Too simplistic OR Doesn't match audiences’ knowledge * Objections to solution(s) not covered well OR not addressed * Added PROBLEM language, rather than just the introduction * Added PERSUASIVE language, rather than just the conclusion |
| **Conclusion** | * Concluded with a powerful device to convince the reader the solution(s) is the best | * Uses problem language OR Merely a summary * Lacks conviction, Lost your opportunity to influence audience * Poor conclusion OR Not present |
| **In-text citations & Bibliography**  **If necessary** | * In-text Citations: used approved structure accurately * References: Punctuated correctly * References: Good C\*R\*A\*P\* | * In-text citations: missing OR fix punct OR wrong info in ( )  OR Use block quotes for text quotes 3+lines in length * References: did not integrate properly into delivery scenario  OR Missing OR fix order OR incomplete OR syntax problems  OR on separate page OR did not single spaced entries OR did not use Hanging indents OR no space between entries OR not integrated into document C\*R\*A\*P\* OR FONTS |
| **WRITING STYLE AND MECHANICS** | | |
| **Paragraphs (**¶)**,Topic sentences, & Flow** | * Graceful transitions between ideas * Each ¶ is clearly defined and focuses on a single coherent concept * Topic sentences define and focus each ¶ | * Overused transitions: “also”, “in addition”, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Well defined ¶s but attempt too much OR too little * ¶s related to solution but not clearly defined OR ¶s bear little or no relation to solution * BIG paragraph(s): use "enter" to break paragraphs to smaller sz * Ideas feel random and unconnected; Perform a ¶ analysis |
| **Audience & Tone** | * Established audience and wrote according to their knowledge & background with specific lang. * Used appropriate POV | * Did not establish audience * Language tone mix & match OR Tone inappropriate: chatty, wordy, choppy, insulting, or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * POV not appropriate for style: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Grammar** | * Fabulous grammar & punctuation * Few errors | * Consistent pattern to errors OR Numerous different errors * Poor proofreading and/or editing; Consider the Writing Center |