

Criteria	Ratings							Pts
Context: Audience	5.0 pts Full Marks	4.75 pts Exemplary Clearly describes the intended audience in detail	4.25 pts Mature	3.75 pts Competent Describes the intended audience and problem generally; could use more detail	3.25 pts Developing	2.75 pts Formative Does not describe the intended audience in detail or clearly	0.0 pts No Attempt	5.0 pts
Context: Problem	10.0 pts Full Marks	9.5 pts Exemplary Describes the problem in detail and clearly and includes the required number of criteria.	8.5 pts Mature	7.5 pts Competent Somewhat clearly describes the problem in detail and clearly and includes the required number of criteria.	6.5 pts Developing	5.5 pts Formative Does not describe the problem in detail or clearly and does not include the required number of criteria.	0.0 pts No Attempt	10.0 pts
Context: Criteria - Explanation	10.0 pts Full Marks	9.5 pts Exemplary Clear explanation of why the criteria is important and what needs to happen for the criteria to be considered met	8.5 pts Mature	7.5 pts Competent Somewhat clear explanation of why the criteria is important and what needs to happen for the criteria to be considered met	6.5 pts Developing	5.5 pts Formative Does not include explanation of why the criteria is important nor what needs to happen for the criteria to be considered met	0.0 pts No Attempt	10.0 pts

Criteria	Ratings							Pts
Context: Criteria - Data	10.0 pts Full Marks	9.5 pts Exemplary Criteria are objective and measurable; collected data is clearly presented and labeled.	8.5 pts Mature	7.5 pts Competent Criteria are somewhat objective and measurable; collected data is somewhat clearly presented, and labeled.	6.5 pts Developing	5.5 pts Formative Criteria are not objective and measurable; collected data is not clearly presented and labeled.	0.0 pts No Attempt	10.0 pts
Context: Criteria - Interpretation	10.0 pts Full Marks	9.5 pts Exemplary Summary and interpretations of the collected data is detailed and concise	8.5 pts Mature	7.5 pts Competent Summary and interpretations of the collected data is somewhat detailed and concise	6.5 pts Developing	5.5 pts Formative Summary and interpretations of the collected data is not detailed or concise	0.0 pts No Attempt	10.0 pts
Organization: Overall	10.0 pts Full Marks	9.5 pts Exemplary Includes clear separation of ideas through paragraph or section structure; clear topic sections or headers	8.5 pts Mature Includes mostly clear separation of ideas through paragraph or section structure; clear topic sections or headers	7.5 pts Competent Includes some separation of ideas through paragraph or section structure; includes topic sections or headers	6.5 pts Developing Does not include separation of ideas through paragraph or section structure; includes topic sections or headers	5.5 pts Formative Does not include separation of ideas through paragraph or section structure; Does not include topic sections or headers	0.0 pts No Attempt	10.0 pts

Criteria	Ratings							Pts
Organization: Steps	5.0 pts Full Marks	4.75 pts Exemplary Sections and steps are optimally ordered for audience's understanding and retrieval of information	4.25 pts Mature	3.75 pts Competent Some sections and steps are optimally ordered for audience's understanding and retrieval of information; some sections/steps are unclear	3.25 pts Developing	2.75 pts Formative Sections and steps lack effective order and clarity	0.0 pts No Attempt	5.0 pts
Style: Tone	10.0 pts Full Marks	9.5 pts Exemplary Document is written professionally; shows good will towards audience	8.5 pts Mature	7.5 pts Competent Document is somewhat written professionally; shows some good will towards audience	6.5 pts Developing	5.5 pts Formative Document is not written professionally; Does not show good will towards audience	0.0 pts No Attempt	10.0 pts
Style: Grammar	5.0 pts Full Marks	4.75 pts Exemplary Contains no grammatical errors.	4.25 pts Mature Contains little to no grammatical errors.	3.75 pts Competent Contains minimum grammatical errors.	3.25 pts Developing Contains several grammatical errors.	2.75 pts Formative Contains many grammatical errors.	0.0 pts No Attempt	5.0 pts
Style: Conciseness	5.0 pts Full Marks	4.75 pts Exemplary Ideas are stated clearly and concisely	4.25 pts Mature	3.75 pts Competent Some ideas are stated clearly and concisely	3.25 pts Developing	2.75 pts Formative Ideas are not stated clearly nor concisely	0.0 pts No Attempt	5.0 pts

Criteria	Ratings							Pts
Delivery: Document Design	10.0 pts Full Marks	9.5 pts Exemplary Design creates usability and conveys professionalism; utilizes space effectively	8.5 pts Mature	7.5 pts Competent Design creates some usability and professionalism; space could be used more effectively	6.5 pts Developing	5.5 pts Formative Design makes finding information difficult; space not used effectively	0.0 pts No Attempt	10.0 pts
Delivery: Visuals	10.0 pts Full Marks	9.5 pts Exemplary Visuals convey information effectively and text references are useable, correct, and varied.	8.5 pts Mature Visuals mostly convey information effectively and text references are useable, correct, and varied.	7.5 pts Competent Visuals somewhat convey information effectively and text references are useable, correct, and varied	6.5 pts Developing Visuals do not convey information effectively and/or text references are not useable, correct, and varied.	5.5 pts Formative Visuals are missing and/or text references are missing.	0.0 pts No Attempt	10.0 pts
Total Points: 100.0								