**Rubric for Writing to Explain Causes or Effects (175 points)**

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| **Criteria** | **Expectations** |
| **Audience**  (15 points) | -  Target audience identified; audience is related to a specific community or current/future career  - Writing adapted to the audience effectively  -  Audience-based reasons and evidence used  -  Style and form appropriate for the audience used |
| **Introduction: Presentation of Causes/Effects and Thesis**  (15 points) | - Gets reader’s attention  - Introduces the issue for which the writer will establish the cause-effect argument (related to the author’s specific community or current/future career)  - Explains the importance of the causes or effects  - States a clear claim/thesis with specific causes or effects to be developed |
| **Development of Writer’s Position**  (35 points) | - Develops the causes or effects logically and thoroughly  - Explains in detail how the relationship stated in the claim in fact exists  - Provides convincing and sufficient evidence to support the claim  - Doesn’t jump to quick conclusions or generalizations; doesn’t discuss the relationship only at a national or international level |
| **Development of Rebuttal**  (25 points) | - Carefully considers possible objections and/or alternative explanations  - Shows (with evidence) weaknesses in opposing views and refutes them effectively |
| **Conclusion**  (15 points) | -  Brings essay to a closure  - Concludes by summarizing the cause-effect relationship discussed in the paper  -  Leaves strong last impression |
| **Integrating Sources**  (15 points) | -  Sources attributed properly and incorporated into the text effectively  -  Scholarly and academic/credible sources selected; writer's reasoning for source choice is apparent  - Sources summarized, paraphrased, or direct-quoted when appropriate (used a minimum of 5 citations) |
| **Citation and Documentation**  (10 points) | - In-text citations and References page adhere to APA guidelines  - Project formatted according to APA guidelines |
| **Conventions**  (10 points) | -  Topic sentences, concluding sentences, and proper transitions used  - Grammar, punctuation, and spelling errors corrected  - Writing flows well |
| **Multimodal Component**  (10 points) | - Relevant, purposeful visuals and/or other media selected  - Supports writer’s points clearly and logically  - Integrated into the paper strategically, with consideration to the target audience, rhetorical purpose, and genre |
| **Multimodal Analysis**  (15 points) | -  Explains and justifies design choices in relation to the specific audience identified  -  Discusses use of the rhetorical appeals (ethos, pathos, logos)  -  Reflects on the utility of composing in different media and how he/she might apply these skills in other areas of his/her life |
| **Revision Analysis**  (10 points) | - Synthesizes the feedback received through multiple channels  - Discusses how feedback was applied and reasons for making the revisions |