# Informational Report for Non-Expert Readers Rubric

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| **title\_or\_outcome\_id** | Description | **User range** | **Rating\_points\_1** | **Rating\_title\_1** | **Rating\_description\_1** | Rating\_points\_2 | **Rating\_title\_2** | Rating\_description\_2 | **Rating\_points\_3** | **Rating\_title\_3** | **Rating\_description\_3** | **Rating\_points\_4** | **Rating\_title\_4** | **Rating\_description\_4** | **Rating\_points\_5** | **Rating\_title\_5** | **Rating\_description\_5** |
| Title Page | Includes a specific title, information on whom the report has been prepared for and on who has prepared the report. The report title clearly indicates the subject and scope of the report. | FALSE | 5 | **Exceeds Expectations** | Includes a title, prepared for and prepared by details, and an accurate date. The title is specific and informative, precisely capturing the subject and scope of the report. | 4 | **Meets Expectations** | Includes a title, prepared for and prepared by details, and an accurate date. Title fully reflects the subject and scope of the report. | 3 | **Almost There** | May have a vague or overly broad title or is missing one required element. | 2 | **Needs Work** | Uses an unclear or generic title, and/or is missing or uses incorrect identifying information (such as the preparer or intended audience). | 1 | **Missing** | No title page submitted. |
| Executive Summary | Includes a concise executive summary that previews purpose, scope, and findings. | FALSE | 5 | **Exceeds Expectations** | Presents the purpose, scope, and findings in a highly concise, engaging, and reader-focused format. | 4 | **Meets Expectations** | Summarizes the purpose, scope, and findings clearly. | 3 | **Almost There** | Covers purpose, scope, and findings, but may briefly or unclearly address one area. | 2 | **Needs Work** | Is one of the required areas (purpose, scope, or findings); OR is unclear, disorganized, or too vague. | 1 | **Missing** | No executive summary submitted. |
| Introduction | Defines topic, purpose, audience, and scope; provides clear background for non-experts. | False | 5 | **Exceeds Expectations** | Fully addresses all elements with clarity and precision; excellent audience framing. | 4 | **Meets Expectations** | Defines topic, purpose, audience, and scope clearly. | 3 | **Almost There** | Covers topic but may miss a minor detail or use vague or overly technical language occasionally. | 2 | **Needs Work** | Lacks focus or reader orientation. Omits one or more of the required elements (topic, purpose, audience, and scope) | 1 | **Missing** | Missing or incomplete introduction. |
| Discussion: Organization | Uses a clear, logical structure (chronological, topical, comparative, cause–effect, or problem–background), including subheadings. | False | 5 | **Exceeds Expectations** | Enhances comprehension with well-structured organization of content and uses strong subheadings to provide a roadmap to the Discussion section. | 4 | **Meets Expectations** | Structures the content logically and consistently in ways that supports readers’ understanding well. Uses subheadings to organize the section. | 3 | **Almost There** | Organizes the content clearly in most of the section, but includes information in the wrong subsection, is missing an element of the organizational structure, or uses weak transitions in places. Uses subheadings consistently. | 2 | **Needs Work** | Lacks clear or coherent organization frequently, making ideas hard to follow and/or does not use subheadings adequately or accurately. | 1 | **Missing** | Missing or incomplete Discussion section or inappropriate structure for the section. |
| Discussion: Content Development | Explains topic thoroughly with definitions, background, examples, and expert perspectives. | False | 5 | **Exceeds Expectations** | Explains the topic with detailed and accurate information throughout, providing a comprehensive understanding. | 4 | **Meets Expectations** | Includes accurate and objective factual detail and clear explanations of all aspects of the topic. | 3 | **Almost There** | Provides adequate coverage but lacks depth, balance, or clarity in some areas. | 2 | **Needs Work** | Presents limited or unsupported details and/or relies on generalizations; objectivity may be unclear. | 1 | **Missing** | Does not include clear explanation of the topic. |
| Visual Aids | Includes 4+ relevant visuals (including 2+ data visualizations) with captions and textual integration. | False | 5 | **Exceeds Expectations** | Illustrates details from the document with highly relevant, well-designed visuals. Labels visuals clearly and completely and integrates them into the text expertly. | 4 | **Meets Expectations** | Includes 4+ appropriate visuals, correctly captioned and integrated in the text before they appear in the document. Provides documentation for visuals made by others. | 3 | **Almost There** | Presents visuals that relate to the topics in the text, but 1 or 2 may lack captions or may not be mentioned or explained in the document. | 2 | **Needs Work** | Does not explain purpose of visuals in the text of the document and/or omits captions or references. | 1 | **Missing** | Includes no visuals, unrelated visuals, or fewer than the required number of visuals. |
| Conclusion | Summarizes main findings and emphasizes significance; offers closure without argument or persuasion. | False | 5 | **Exceeds Expectations** | Clear, well-structured summary that reinforces purpose and key insights. | 4 | **Meets Expectations** | Summarizes report accurately and provides closure. | 3 | **Almost There** | Provides basic summary but may lack cohesion or significance May lack a key point. | 2 | **Needs Work** | Weak or abrupt conclusion that may be missing key points and/or adds inappropriate recommendations, suggestions, or advice. | 1 | **Missing** | No conclusion or summary. |
| Source Use & Documentation | Uses 6–10 credible sources; integrates and cites accurately in discipline style. | False | 5 | **Exceeds Expectations** | Provides credible and smoothly integrated sources. Bibliographic citations perfect. | 4 | **Meets Expectations** | Uses required number of credible sources and integrates them into the text. Includes correctly formatted in-text and bibliographic citations. | 3 | **Almost There** | Uses credible sources but minor citation or integration errors. | 2 | **Needs Work** | Uses a source that is not credible or not integrated and/or uses incorrectly formatted citations. | 1 | **Missing** | Includes fewer than 5 credible, integrated sources and/or includes no or inadequate documentation. |
| Objectivity & Tone | Maintains neutral tone; presents multiple expert perspectives without bias. | False | 5 | **Exceeds Expectations** | Presents content in an entirely objective, professional, consistent tone. | 4 | **Meets Expectations** | Maintains neutral tone; balanced expert perspectives. | 3 | **Almost There** | Includes mostly objective perspective and tone, but occasionally uses biased wording. | 2 | **Needs Work** | Uses frequently subjective perspective or content and/or tone; Does not support content or claims. | 1 | **Missing** | Lacks objectivity in perspective or content and/or fails to maintain objective tone. |
| Audience Awareness & Plain Language Use | Uses plain language, clear explanations, and definitions for non-experts. | False | 5 | **Exceeds Expectations** | Simplifies complex ideas for readers expertly. Uses plain language consistently and smoothly. | 4 | **Meets Expectations** | Explains complex ideas for readers well. Uses plain language throughout Defines all necessary terms. | 3 | **Almost There** | Uses complicated, overly technical, wordy, and/or repetitive phrasing occasionally. | 2 | **Needs Work** | Uses language that is too technical or confusing frequently. | 1 | **Missing** | No evidence of audience awareness. |
| Document Design & Use of CRAP Design Principles | Uses headings, lists, spacing, and paragraphing. Uses CRAP design principles, fonts, chunking, and other formatting elements effectively to increase readability. | False | 5 | **Exceeds Expectations** | Uses flawless formatting. Shows strong contrast between headings and the document paragraphs. Uses spacing, fonts, and chunking and CRAP design principles to make the message highly readable and professional. | 4 | **Meets Expectations** | Uses accurate and appropriate formatting. Formats headings, spacing, and CRAP design principles consistently. Uses lists, horizontal rules, and boxes as effective visual elements. | 3 | **Almost There** | May include minor formatting errors and/or includes minor errors in headings, paragraphing, spacing, or application of CRAP design principles. | 2 | **Needs Work** | Uses incorrect formatting, inadequate contrast between headings and text, large paragraphs, and/or inaccurate spacing. Inconsistently applies CRAP design principles. | 1 | **Missing** | Does not meet formatting or design requirements. |