# Detailed User Doc 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** |
| Project Focus | Focuses on a user-facing document that explains, guides, or supports action related to the subject of your informational report | False |  |  |  |  |  |  | 3 | **Almost There** | Focuses on a user-facing document related to the subject of your informational report. | | 2 | **Needs Work** | Focuses on a user-facing document but does not fully relate to the subject of your informational report. | 1 | **Missing** | Focuses on another topic. |
| Introduction | Introduces the topic and purpose of the proposal. Includes a purpose statement. Does not use a heading. | False | 5 | **Exceeds Expectations** | States topic and purpose directly, clearly, and engagingly; sets up proposal focus unmistakably. | 4 | **Meets Expectations** | States topic and purpose clearly and directly. Purpose statement is clear and detailed. | 3 | **Almost There** | States topic, but needs more details. May be missing purpose statement or may include unneeded heading for section. | | 2 | **Needs Work** | States topic but vague, indirect, or incomplete. Multiple minor errors (such as missing purpose statement). | 1 | **Missing** | Introduction missing. |
| Project Overview | Reintroduces and defines the subject, indicates what it involves, and why it’s important. | False | 5 | **Exceeds Expectations** | Provides thorough explanation; clearly defines subject, importance, and relevance; fully persuasive. | 4 | **Meets Expectations** | Explains subject, importance, and justification clearly. | 3 | **Almost There** | Explains subject but leaves out one or more details that impact the effectiveness of its persuasion. | | 2 | **Needs Work** | Subject or importance mentioned, but section requires more explanation. Significant information may be missing. | 1 | **Missing** | Section missing. |
| Literature Review & Sources | Summarizes and includes two quotations from each of at least five credible sources. | False | 5 | **Exceeds Expectations** | At least five credible sources, each summarized and quoted twice with context and explanation; expert analysis and integration of quotations. | 4 | **Meets Expectations** | At least five credible sources, each summarized and quoted twice with context and explanation. | 3 | **Almost There** | Five sources present but some summaries vague OR quotes lack context. | | 2 | **Needs Work** | Fewer than five sources OR summaries and/or quotations incomplete or not explained. | 1 | **Missing** | Section missing. |
| Project Audience | Identifies, describes, and analyzes the needs of the non-expert audience for your report. | False | 5 | **Exceeds Expectations** | Identifies a specific non-expert audience and thoroughly addresses knowledge, needs, interest, and access. | 4 | **Meets Expectations** | Identifies a non-expert audience and addresses knowledge, needs, interest, and access clearly. | 3 | **Almost There** | Audience identified but one required point missing or unclear. | | 2 | **Needs Work** | Audience vague or incomplete; multiple points missing. | 1 | **Missing** | Section missing. |
| Project Personnel | Describes proposer’s qualifications to research and write about the topic. | False | 5 | **Exceeds Expectations** | Clearly explains qualifications, background, and relevance to topic in persuasive detail. | 4 | **Meets Expectations** | Explains qualifications and relevance to topic. | 3 | **Almost There** | Mentions qualifications but does not fully explain or clearly connect them to the subject. | | 2 | **Needs Work** | Discusses qualifications minimally, including few relevant details and/or showing no connection to the subject. | 1 | **Missing** | Section missing. |
| Project Timetable | Includes a Gantt chart and introductory sentence. Provides a rough schedule for each stage of the project. | False | 5 | **Exceeds Expectations** | Introduces chart with forecasting sentence; chart detailed, accurate, and visually clear. | 4 | **Meets Expectations** | Includes forecasting sentence and Gantt chart with realistic targets for all stages of the Informational Report project. | 3 | **Almost There** | Chart included but vague, missing tasks, or lacks clarity. | | 2 | **Needs Work** | Chart incomplete, inaccurate, or missing forecasting sentence. | 1 | **Missing** | Section missing. |
| Request for Approval | Summarizes subject and its importance. Requests approval, and provides contact information. Does not include closing or signature. | False | 5 | **Exceeds Expectations** | Clearly reiterates subject, importance, and persuasively requests approval with contact info. | 4 | **Meets Expectations** | Reiterates subject, importance, and requests approval with contact info. | 3 | **Almost There** | Subject or approval request unclear or missing one required element. | | 2 | **Needs Work** | Weak request and/or multiple required elements missing. | 1 | **Missing** | Section missing. |
| Works Cited/Bibliography | Lists all sources in correct format. | False | 5 | **Exceeds Expectations** | Cites all sources accurately with correct formatting. | 4 | **Meets Expectations** | Includes all sources with consistent formatting. | 3 | **Almost There** | Omits a source and/or makes minor formatting errors. | | 2 | **Needs Work** | Omits several sources and/or makes frequent formatting errors. | 1 | **Missing** | Section missing. |
| Formatting & Document Design | Follows memo format with required headings, spacing, and paragraphing. Uses contrast, fonts, chunking, and other formatting elements effectively to increase readability. | False | 5 | **Exceeds Expectations** | Uses flawless memo format. Shows strong contrast between headings and the document paragraphs. Uses spacing, fonts, and chunking and other formatting elements to make the message highly readable and professional. | 4 | **Meets Expectations** | Uses memo format accurately. Formats headings, spacing, and design consistently with appropriate contrast. Uses lists, horizontal rules, and boxes as effective visual elements. | 3 | **Almost There** | Uses memo format, though may include minor errors. May be minor errors in headings, paragraphing, or spacing. | | 2 | **Needs Work** | Uses incorrect memo format, inadequate contrast between headings and text, large paragraphs, and/or inaccurate spacing. | 1 | **Missing** | Does meet formatting or design requirements. |
| Tone & Plain Language | Uses clear, objective, professional tone. Uses short sentences and other plain language techniques. Avoids jargon. | False | 5 | **Exceeds Expectations** | Is consistently objective, professional, and reader-friendly. Phrases sentences concisely and smoothly. Perfectly written for the audience. | 4 | **Meets Expectations** | Is objective, professional, and clear throughout. Effectively uses plain language and avoids jargon. | 3 | **Almost There** | | Is mostly objective and professional but occasionally uses complicated, overly technical, wordy, and/or repetitive phrasing. | 2 | **Needs Work** | Uses unprofessional tone and/or language that is too technical or confusing | 1 | **Missing** | No attempt to customize the tone and language to the audience. |
| Illustrations (Optional) | Includes illustrations as needed and relevant, with two-part captions for each. Refers directly to the visual in the text with clear explanation and context. Avoids clipart. | False | 5 | **Exceeds Expectations** | Uses relevant, professional visuals throughout; provides clear two-part captions; refers directly in the text with full explanation and context. | 4 | **Meets Expectations** | Includes relevant visuals with accurate two-part captions; refers directly in the text with clear explanation and context. | 3 | **Almost There** | | Includes visuals but captions are incomplete, context is limited, or references are unclear. | 2 | **Needs Work** | Includes visuals that are weak, irrelevant, or unprofessional. Does not include captions or references in the text to explain them. | 1 | **Missing** | Uses only inappropriate clipart or irrelevant images. |