



Written Communication Rubric

Intended Learning Outcome:

Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Criteria	Inadequate	Developing	Competent	Proficient
Demonstrates awareness of intended audience and creates a clear central message based on context	Not aware of intended audience or context resulting in no central message	Inadequate understanding of audience or context and presents an underdeveloped central message	Understands intended audience, purpose, and context to create a central message	Understands audience, purpose, and context and conveys a clear, engaging central message
Develops content based on genre or disciplinary conventions using evidence to support the purpose of writing	Not aware of genre or disciplinary writing conventions and lacks evidence or support	Inconsistently uses genre or disciplinary writing conventions without adequate evidence or support	Uses evidence and support throughout in accordance with the conventions of appropriate genre or disciplinary writing conventions	Uses consistent and detailed evidence and support throughout in accordance with the conventions of appropriate genre or disciplinary writing conventions
Produces writing that is appropriate to the writing situation and free of errors that impede understanding	Writing impedes understanding because of errors and inappropriateness to the writing situation	Uses language, style, and mechanics appropriate to the writing situation, but writing contains errors that impede understanding	Uses language, style, and mechanics appropriate to the writing situation with few errors, conveying understanding clearly and concisely	Uses sophisticated language, style, and mechanics appropriate to the writing situation and is virtually error free, conveying understanding clearly and concisely



Guide to Communication

Oral Communication

Intended Learning Outcome: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Written Communication:

Intended Learning Outcome: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Assessment may include but is not limited to the following criteria and intended outcomes:

Audience and Context

- Demonstrates an understanding and awareness of the intended audience
- Demonstrates a purpose and central message
- Explains content clearly based on rhetorical context

Content, Conventions, and Support

- Applies appropriate disciplinary or genre conventions
- Uses relevant content to persuade or communicate to his or her audience
- Uses discipline-specific terminology effectively along with appropriate supporting materials
- Organizes content in an effective and structured manner

Mechanics and Delivery

- In written communication, applies appropriate proof reading techniques to eliminate mechanical errors, including those involving typos, grammar, format, spelling, and punctuation
- In oral communication, applies delivery techniques appropriate to the audience, purpose, and context
- Uses appropriate stylistic choices for the discipline, including delivery techniques such as posture, hand gestures, eye contact and vocal variety
- Demonstrates proficiency in syntax, including varying sentence structure

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