Scoring Guide for Case 5, Task 2: Compare and Evaluate Report Designs

Name: Date:

Course & Section:

Deliverable: **Memo**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| Includes standard elements for a memo (to, from, subject, and date). Subject line is specific. If necessary, second and subsequent pages include the recipient’s name, the date of the memo, and the page number. |  | x 1 |  |
| Includes a clear statement of purpose. |  | x 1 |  |
| Uses an effective pattern of organization as well as transitions to effectively guide the reader from one topic to the next. |  | x 3 |  |
| Provides detailed answers to the questions posed in the margins. Answers are well supported with references to and examples from the reports. |  | x 5 |  |
| Uses design vocabulary, principles, and concepts to discuss the three different designs. |  | x 5 |  |
| Uses effective design elements — such as white space, lists, and informative headings — to help make the memo easy to read. |  | x 3 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 2 |  |
| Total Points for Assignment  (100 points possible) | | |  |
| Comments: | | | |

What Your Scores Indicate

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| Score | Key Word | Comments |
| 5 | Outstanding | Demonstrates a **high degree of competence**, sustained control, and mastery of the element. May have occasional minor flaws. |
| 4 | Strong | Demonstrates **clear competence**. An element with a score of 4 is not as skillfully controlled as an element with a score of 5 and may contain minor flaws that can be fixed or overcome without much trouble. |
| 3 | Adequate | Demonstrates **adequate competence** and control but with occasional lapses in quality. |
| 2 | Limited | Demonstrates **some competence** but is clearly flawed. A score of 2 indicates more frequent or more apparent lapses than those described for a score of 3. |
| 1 | Flawed | Demonstrates **serious weaknesses**. |
| 0 | Missing | Required element is not included. |