Scoring Guide for Case 5, Task 4: Use an Organization’s Style Guide

Name: Date:

Course & Section:

Deliverable: **E-mail**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| Adheres to proper netiquette guidelines, such as using a specific subject line, clarifying the purpose of the message in the first paragraph, using relatively brief paragraphs, and supplying an appropriate signature. |  | x 1 |  |
| Provides a detailed answer to Doug’s question. Answer addresses both how to add more detail to the preface and how to format it for the organization’s Web site. |  | x 4 |  |
| Provides detailed answers to all three of Marilyn’s questions. |  | x 4 |  |
| Answers to questions reflect an accurate understanding of how to apply the advice contained in the organization’s style guide. |  | x 4 |  |
| Revised table is effectively designed, follows standard conventions, and reflects the organization’s style guidelines. |  | x 4 |  |
| Uses effective design elements — such as white space, lists, and informative headings — to help make the message easy to read. |  | x 2 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 1 |  |
| 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. |