Scoring Guide for Case 2, Task 3: Clarify Definitions with Graphics

Name: Date:

Course & Section:

Deliverables: **E-mail message and handout**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| **E-mail message** | | | |
| 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. Mentions attachment, if used, in the body of the message. |  | x 1 |  |
| Includes detailed comments evaluating the effectiveness of the proposed graphics. Evaluative statements are accurate and reflect the rhetorical situation. |  | x 3 |  |
| Suggests alternative graphics, when appropriate, by providing a detailed description of the graphic or including a sample graphic. Includes rationale for how graphic would help readers. |  | x 3 |  |
| Describes how to effectively integrate proposed graphics with the text. |  | x 2 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 1 |  |
| **Handout** | | | |
| Follows guidelines for a one-page color handout with the topic based on one of the four descriptions (Documents 2.5–2.8). Features content beyond what is included in the original blog post. |  | x 3 |  |
| Uses content and a writing style appropriate for the intended audience. |  | x 3 |  |
| Uses effective design to help make the document easy to read. Graphics are effectively integrated with the text. |  | x 3 |  |
| 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. |