English 402 — Technical and Professional Writing Rubric

1. rhetorical analysis

1 weak 2	3 fair 4	5 good 6	7 excellent 8
Shows little or no understanding of the rhetorical situation (mode, audience, purpose, situation, text); ineffective or inappropriate tone of voice.	Demonstrates general understanding of the rhetorical situation (mode, audience, purpose, situation, text), but may be weak in some parts; generally appropriate tone of voice.	Generally addresses all aspects of the rhetorical situation (mode, audience, purpose, situation, text); demonstrates an appropriate tone of voice appropriate to the given audience.	Excellent apprehension of the rhetorical situation (mode, audience, purpose, situation, text); sustains appropriate tone of voice and strong audience engagement.

2. document design and usability

1 weak 2	3 fair 4	5 good 6	7 excellent 8
Design conveys little or no sense of professionalism; is not generally connected to content and purpose; does not clearly support textual organization; does not employ visuals effectively; does not effectively demonstrate awareness of audience and audience needs (usability).	Conveys some sense of professionalism; is generally appropriate to the content and purpose; generally supports textual organization (logical progression); sometimes uses visuals effectively; sometimes demonstrates awareness of audience and audience needs.	Design conveys good sense of professionalism; is generally appropriate to the content and purpose; generally supports textual organization of content; generally employs visuals effectively; generally demonstrates awareness of audience and audience needs (usability).	Conveys a strong sense of professionalism; is consistently appropriate to the content and purpose; strongly supports the textual organization; conveys strong and consistent attention to visual rhetoric; demonstrates excellent awareness of audience and audience needs.

3. editing for clarity and conciseness

1 weak 2	3 fair 4	5 good 6	7 excellent 8
Document conveys little or no organization or development; overuses clichés or jargon; language shows only basic control with little or no sentence variation; word choice is at times inappropriate; errors may be distracting and occasionally impede understanding.	Demonstrates adequate organization and development; is relatively free of cliché or jargon; language is adequate with some sentence variety and appropriate word choice; there may be some distracting errors, but they do not impede understanding.	Document demonstrates adequate organization and development; is free of cliché or jargon; language is competent with somewhat varied sentences; word choice is sometimes varied and precise; there may be a few errors, but they are rarely distracting.	Document conveys strong organization and development; it shows a good command of language with varied sentences and precise word choice; there are few, if any, errors to distract the reader.

4. genres of workplace writing

1 weak 2	3 fair 4	5 good 6	7 excellent 8
Demonstrates little or no evidence of genre conventions, nor audience needs and expectations; does not appear to understand relation between rhetorical situation and document genre.	Demonstrates adequate understanding, selection, and application of document genre; usually shows appropriate attention to audience needs and rhetorical situation.	Demonstrates appropriate understanding, selection, application, and adaptation of document genre with clear understanding of audience needs and expectations given the rhetorical situation.	Conveys strong understanding and application of document genre and genre conventions along with a strong and clear understanding of rhetorical situation and audience needs and expectations.

5. workplace practices & collaboration

1 weak 2	3 fair 4	5 good 6	7 excellent 8
Poor application of PSA* to the assignment needs; does not demonstrate ability or willingness to collaborate with others.	Shows some application of PSA to the assignment needs; may collaborate with others on the project.	Conveys appropriate application of PSA to the assignment needs; generally communicates and collaborates well with others.	Demonstrates a strong understanding and application of PSA to the assignment needs; shows strong ability to collaborate with others.

* PSA = problem solving approach of planning, drafting, revising, editing, and distributing documents