

Rubric for Written Communication Skills

Date: _____

Rater: _____

Course: _____

Student: _____

TRAIT	Unacceptable (U)	Acceptable (A)	Exemplary (E)
Content	The write-up fails to address the task or question asked in substantive manner. Content is unrelated or loosely related to the assignment. Most ideas are unsupported, reasoning is flawed, personal opinions are confused with evidence.	The write-up addresses the task or question asked reasonably well. For the most part, the writer provides adequate examples and evidence although occasionally support for ideas may be inconsistent or reasoning may be unclear.	The write-up clearly addresses the task or question asked. The writer explores ideas vigorously, provides pertinent examples and convincing evidence to support central and subsidiary arguments.
Organization and development of ideas	Poor organization of ideas. Writing is fragmented and transitions are abrupt or missing. Ideas seem illogical or unrelated. Structure fails to follow the required format.	In general, ideas are presented in a logical manner and transitions are sound, the sequence of ideas may occasionally be awkward. Structure follows the required format.	Ideas are clearly organized and transition from one point to another is smooth and logical. Structure follows precisely the required format.
Language appropriateness	The tone and/or vocabulary are inappropriate for business writing.	The tone and vocabulary are generally acceptable for business writing.	The tone and vocabulary are appropriate for business writing.
Grammar	Frequent errors in grammar, punctuation or spelling disrupt reading and often obscure meaning. Sentence structure is awkward and interferes with comprehensibility.	The paper generally follows grammar, punctuation and spelling conventions with few minor errors. For the most part, sentences are well constructed.	Grammar, punctuation and spelling are nearly flawless. Sentence structure is correct.