

COMMUNICATING EFFECTIVELY RUBRIC

Criteria	4 Exemplary	3 Proficient	2 Marginal	1 Unacceptable
1 Organization, Structure	The message <ul style="list-style-type: none"> Is logically and fully developed consistent with the constraints of the audience and the intent of the message; Is purposeful and coherent. 	The message <ul style="list-style-type: none"> contains elements of logical development contains clear transitions has a recognizable flow of ideas. 	The message <ul style="list-style-type: none"> lacks a logical organization is sometimes disjointed and/or awkward. 	The message <ul style="list-style-type: none"> has no discernible organizational structure contains random, unconnected elements.
2 Support, Evidence	The message <ul style="list-style-type: none"> is well-developed with varied and appropriate supports: such as examples, illustrations, details, such as documentation, citations, empirical evidence, outside sources, etc., attributing sources as appropriate. (see note below) 	The message <ul style="list-style-type: none"> is developed with appropriate though limited support, generally attributes sources as appropriate. 	The message <ul style="list-style-type: none"> includes weak and/or inappropriate support. Sources are inconsistently attributed. 	The message <ul style="list-style-type: none"> lacks evidence and/or fails to attribute sources.
3 Content	The message <ul style="list-style-type: none"> is engaging. provides significant insight, or new information, or a useful perspective from the work. (see notes below) 	The message <ul style="list-style-type: none"> is clear, accurate, and appropriate. provides insight, or enough information to make an informed decision. 	The message <ul style="list-style-type: none"> is somewhat inaccurate or unclear. provides little insight or information. 	The message <ul style="list-style-type: none"> is distorted or contains misinformation. confuses or misleads.
4 Technique	The message <ul style="list-style-type: none"> is free of technical errors and/or errors of convention relevant to the specific medium or genre. Technique is used in a sophisticated, or creative, or nuanced manner. 	The message <ul style="list-style-type: none"> is generally free of technical errors or errors of convention relevant to the specific medium or genre. errors do not interfere with meaning. 	Repeated technical errors or errors of convention interfere with the audience's ability to understand the intended meaning.	Technical errors or errors of convention make it impossible for the audience to understand the intended meaning.
5 Presentation	The style and tone of the message enhances its effectiveness; the message has discernible style and elegance.	The style and tone of the message supports its effectiveness.	The style and tone of the message supports effectiveness in some aspects and undermines it in others.	The style and tone of the message undermines its effectiveness.
6 Purpose or Effect	The overall purpose or effect of the message is easily understood and clearly conveyed (may require subtlety and nuance in some disciplines).	The overall purpose or effect of the message can be discerned with some effort.	The purpose or effect of the message is vague or unclear.	The purpose or effect of the message is not at all apparent or is missing.

NOTES:

If a score falls between categories, give the lower score.

Not all artifacts may include citation/attribution of source material

"Audience" generally refers to the scorers using the rubric, but may also include original audience members in the case of a presentation, performance or speech.