

A Generic Sample Rubric for Writing

Filled out with checkmarks and comments as an example.

“Development and organization” may not be an appropriate category for very short assignments.

		PASSING			NOT PASSING		
		A (4pts)	B (3pts)	C (2pts)	D (1pt)	F (0pt)	
Overall Message	The message or main point is strong, clear and interesting.		X				The reader is not left with a clear feeling of what the piece is about.
Development & Organization	All details help bring the main message to life. Ideas flow and build on each other in a logical way.				X		Details don't relate to the main message, are poorly developed, or not vividly described. The reader gets confused while reading. Ideas may jump around.
Voice	Language flows well and is appropriate to the audience. Reader can “hear” the writer speaking.			X			The piece seems to have been written for another audience, or by several different people. It feels awkward.
Form	Sentence flow, grammar, spelling, length & presentation are appropriate.				X		Grammar, spelling and sentence structure errors cloud the meaning and are severely distracting.

ASSIGNMENT:

Describe your last assignment to a potential client in an email.

COMMENTS:

This is a good start. The point of your project is really clear, but I want to know exactly what the components of the identity system that you developed are. I also know that you worked hard to make the ID system mesh with some of the existing publicity materials for the company—this is a strong point that I think you should mention in a couple of sentences. Spell check and proofread—there are far too many spelling mistakes here. This email is business correspondence and it shouldn't have any errors in it.