

## WRITTEN COMMUNICATION VALUE RUBRIC

Definition: Written communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, and mixing texts, data, and images. Written communication abilities develop through iterative experiences across the curriculum.

Criteria	Proficient (3)	Developing (2)	Beginning (1)
Context and Purpose	Demonstrates a clear understanding of context, audience, and purpose that is responsive to the assigned task(s). Focuses all elements of the work effectively.	Demonstrates adequate consideration of context, audience, and purpose. Aligns the task(s) with audience, purpose, and context, but may lack clarity or focus in some elements.	Demonstrates minimal attention to context, audience, purpose, and assigned task(s). May assume the instructor or self as the primary audience.
Content Development	Demonstrates relevant and compelling content to thoroughly support ideas within the context of the assignment. The work is organized in a logical and coherent manner.	Demonstrates relevant and compelling content to thoroughly support ideas throughout the majority of the assignment. Partially organizes and demonstrates an understanding of the work in a logical and appropriate manner.	Demonstrates minimal appropriate and relevant content to develop basic ideas in parts of the work. The artifact demonstrates a limited knowledge of the subject matter and/or may lack clarity.
Conventions and Mechanics	Executes proper organization, content, presentation, formatting, stylistic choices, and grammar with minor errors.	Executes appropriate organization, content, presentation, and stylistic choices. Contains minimal grammar and mechanics that do not significantly impede meaning.	Does not execute a consistent system for basic organization and presentation. Includes excessive grammar and mechanical errors that impedes meaning.