

## Example Writing Evaluation Rubric

Area	Themes	1 Poor	2 Needs Work	3 Decent	4 Well Done	5 Outstanding
<b>Directions</b>						
	<b>Following Directions</b> Did the student follow the assignment instructions?					
<b>Look</b>						
	<b>Visual Appearance</b> Does the document look professional or visually appealing? Does it follow the requested or expected conventions for this format? Are the fonts appropriate? Are margins, spacing, and fonts sized appropriately? Are page numbers in the correct place? Are visuals professional?					
	<b>Easy to Read</b> Is the text easy to navigate? Are there headings, chapter breaks, table of contents, executive summaries, etc., that help to make information easy to find?					
	<b>Consistent Look</b> Is the format consistent throughout the entire document? Are fonts, page numbers, heading styles, etc., consistent?					
<b>Language</b>						
	<b>Spelling and Grammar</b> Is the document free from grammar and spelling errors? Is punctuation correctly used? Is there a variety of sentence structures?					
	<b>Vocabulary</b> Is the vocabulary appropriate for the intended audience? Are words used correctly and show precision in meaning? Are pronouns kept to minimum?					
	<b>Tone</b> Is the tone professional, cordial, and positive? Is the voice strong—not passive? Does the document maintain a consistent style and professional tone throughout? Is it free of biased language?					
<b>Thought</b>						
	<b>Application</b> Does the document offer practical, applicable ideas? Is the purpose made clear? Does the document explicitly address the problem?					
	<b>Support</b> Are ideas supported by logical, clear arguments? Does the writer draw on theory or provide explanations to develop the ideas? Is the significance of ideas and visuals (charts, tables, etc.) explained—not assumed? Are appropriate sources used? Are citations used correctly?					
	<b>Cohesive Narrative</b> Does the document have a cohesive, consistent, and logical order of thoughts? Is the narrative direct, with no tangents? Are steps or actions clearly organized?					
	<b>Concision and Detail</b> Is discussion concise? Is the text free of redundant and unnecessary words or information? Does the document provide a level of detail appropriate for the audience?					
	<b>Objectivity</b> Are the ideas presented objectively? Is the document free from personal opinion?					
	<b>Subtotal</b>					
	<b>Total Score</b>	/60				