

COM Written Communication Skills Rubric

Student ID# _____ Major _____ Course _____ Date _____

Intended Outcome: The student will use clear and concise communication in the written form.

Performance Area	Beginning 1	Developing 2	Proficient 3	Exemplary 4	Score
Structure - beginning, body & conclusion - transitions for sections & paragraphs	Organizational structure and paragraphing have serious and persistent errors.	Written work has weak beginning, development and conclusion. Paragraphing and transitions are also deficient.	Written work has adequate beginning, development and conclusion. Paragraphing and transitions are also adequate.	Written work has clear and appropriate beginning, development and conclusion. Paragraphing and transitions are also clear and appropriate.	
Content - topic covered - evidence supports topic	Written work does not cover the assigned topic, and assertions are not supported by evidence.	Written work does not do an adequate job of covering the assigned topic, and assertions are weakly supported by evidence.	The length of the written work is sufficient to cover the topic, and assertions are supported by evidence.	The length of the written work provides in-depth coverage of the topic, and assertions are clearly supported by evidence.	
Mechanics - word use - sentence structure - spelling - punctuation - capitalization	Written work has serious and persistent errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	Written work has several major errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	Written work is relatively free of errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	Written work has no major errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	
Audience Awareness - written specifically for target audience	Little or no awareness of the audience or forum's requirements; egocentric.	May appeal to a limited audience; has few engaging qualities. Purpose is not clearly directed to appropriate audience.	Style and tone engage the audience, and hold their interest through most of the written work. Demonstrates a coherent, original, well-developed and clear purpose generally aimed at appropriate audience.	Style and tone engage the audience and hold their interest throughout the written work. Demonstrates a coherent, original, well-developed and clear purpose for a specific audience. Rhetorically sophisticated.	
Total score					

Rubric adapted from examples provided by Susan Hatfield (Winona State University) and Katie Desmond (Northern Arizona University) and may be replicated for education purposes.

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