

WPC Written Communication Rubric

Include on all ENG 302 Blackboards

	1: Unacceptable	2: Inadequate	3: Adequate	4: Very Good	5: Excellent
Purpose of Assignment & Audience Awareness	No attempt is made to demonstrate purpose. Document does not meet audience's needs and expectations with regard to tone, design and visual appeal.	Purpose of document is suggested, but lacks clarity. Document minimally meets audience's needs and expectations with regard to tone, design and visual appeal.	Purpose of document is stated, but requires substantial revision to ensure clarity. Document usually meets audience's needs and expectations with regard to tone, design, and visual appeal.	Purpose of document is clear, but could be presented in a more compelling manner. Document demonstrates good awareness of audience's needs and expectations with regard to tone, design and visual appeal.	Purpose of document is stated in clear and compelling manner. Document demonstrates strong awareness of audience's needs and expectations with regard to tone, design, and visual appeal.
Support & Development	The ideas have no support or evidence to cover the task. The main idea is not clear with little or no evidence to support the topic. The document lacks main points of development from reasoning to assertions.	The ideas are presented with minimal support and evidence. The main idea shows a lack of understanding of the topic. The document incorporates minimal development and evidence.	The ideas are sufficiently supported. The main idea is evident but shows insufficient development. The main points of the document are presented, however, with incomplete detail and development.	The ideas are supported with solid evidence. The main idea is strong and well developed. The main points are well developed with supporting details and content.	The ideas are supported and detailed throughout. The main idea is fully developed and reinforced. The document has main points that are well developed with high quality and quantity support. The author shows a high level of comprehension.
Organization & Structure	No logical sequence is followed. The lack of proper paragraphing or transitions leads to incomprehensibility.	Logical sequence with recognizable introduction, body, and conclusion. Lack of well-designed paragraph structure and transitions interferes with comprehension.	Logical sequence with recognizable introduction, body, and conclusion. Attempts to use paragraph structure and transitions to enable comprehension.	Logical sequence with an introduction, body, and conclusion. The use of well-formed paragraph structure and transitions allows the reader to comprehend the content.	Logical sequence with an introduction, body, and conclusion. Outstanding paragraph structure and smooth transitions contribute to continuous flow of ideas and assist in comprehension of content.
Style, Diction & Conciseness	Document has multiple simplistic sentences and shows misuse of words or idioms. Writing shows a lack of vocabulary. Business terms are minimal to none. Document may show substantial redundancies or be extremely verbose.	Document has low amount of variety in sentence structure. Vocabulary is elementary with few business terms. Document may show several redundancies or be verbose in some areas.	Document demonstrates some variety of sentence structure. Vocabulary lacks complexity. Language is developing with business terms. Document might benefit from major revision to increase conciseness.	Clarity, conciseness, sentence variety, and word choice contribute to the impact of the document. Good use of business terms to enhance credibility and readability.	Clarity, conciseness, sentence variety, and word choice contribute greatly to the impact of the document. Business terms are skillfully used to ensure credibility and readability.

Grammar/Mechanics/Spelling/Punctuation/Syntax	<p>Excessive grammatical errors in word usage and sentence structure, such as run-ons and fragments. Frequent errors are present including spelling, punctuation, and capitalization. These errors undermine the readability of the document and the writer's credibility.</p>	<p>Many grammatical errors in word usage and sentence structure, such as run-ons and fragments. Many errors are present including spelling, punctuation, and capitalization. These errors distract reader from content, impair comprehension, and undermine writer's credibility.</p>	<p>Few errors in word usage and sentence structure such as run-ons and fragments. Few errors are present including spelling, punctuation, and capitalization. Errors do not interfere in a major way with the readability and writer's credibility.</p>	<p>No errors in word usage or sentence structure, such as run-ons and fragments. Document exhibits proper grammar. Minimal errors in mechanics including spelling, punctuation, and capitalization allow for good comprehension for the reader and do not interfere with writer's credibility.</p>	<p>No errors in word usage or sentence structure, such as run-ons and fragments. The grammar is correct. No errors are present including spelling, punctuation, and capitalization. The mechanics amplify the readability and establish writer's credibility.</p>
Integration of Sources with APA Citation format	<p>No attempt is made to integrate sources, acknowledge them, and use the APA format for in-text citation and references list according to APA style (if required).</p>	<p>Document shows lack of integration and insufficient acknowledgement of sources (if required). APA formatting for in-text citation and references list rarely follows requirements of APA style of documentation.</p>	<p>Document shows basic integration and sufficient acknowledgement of sources (if required). APA formatting for in-text citation and references list shows several departures.</p>	<p>Document shows effective integration and precise acknowledgement of sources (if required). APA formatting for in-text citation and references list is followed with few departures.</p>	<p>Document shows outstanding integration and precise acknowledgement of sources (if required). APA formatting is consistently followed for in-text citation and references list.</p>