

Sample Product Rubric

This rubric can be found in the *Assessing Projects* library.

	4	3	2	1
Ideas	<p>I clearly state a position on a controversial topic.</p> <p>My topic is narrow enough to be covered thoroughly.</p> <p>I explain what I want readers to do as a result of reading what I have written and why it will have a positive effect.</p> <p>I effectively and honestly use appeals to reason, character, and emotion to make my case.</p> <p>I correctly cite sources.</p> <p>I use multiple, credible sources to support my point of view.</p> <p>I think about what my readers would need to know in order to agree with me and include that information.</p> <p>I discuss opposing viewpoints and I explain why my view is better by citing sources and using sound</p>	<p>I state a point of view on a topic.</p> <p>My topic is narrow enough to be covered adequately</p> <p>I suggest some kind of action for readers to take after reading what I have written.</p> <p>I use appeals to reason, character, or emotion to make my case.</p> <p>I correctly cite sources, with only superficial errors.</p> <p>I use more than one credible source to support my point of view.</p> <p>I address readers' questions and concerns.</p> <p>I explain why my view is better than opposing viewpoints.</p> <p>I explain why opposing viewpoints are invalid using</p>	<p>I try to state a point of view on a topic, but it is unclear.</p> <p>My topic is a bit too broad to be covered adequately.</p> <p>I try to suggest an action for readers to take.</p> <p>I try to use appeals to reason, character, or emotion to make my case, but they are not very effective.</p> <p>I try to cite sources but I may do it inaccurately</p> <p>Some of my sources are not credible.</p> <p>I try to address readers' questions and concerns, but I leave out some important points.</p> <p>I explain why some opposing viewpoints are invalid, but my</p>	<p>I do not state a point of view on a topic.</p> <p>My topic is too broad to be covered adequately.</p> <p>I do not suggest an action for readers to take.</p> <p>I do not use appeals to reason, character, or emotion to make my case.</p> <p>I do not cite sources.</p> <p>Many of my sources are not credible.</p> <p>I do not address readers' questions and concerns.</p> <p>I do not explain why opposing viewpoints are invalid.</p>

	reasoning.	sound reasoning.	reasoning is faulty.	
Organization	<p>My introduction states my point of view and engages the readers.</p> <p>I present my evidence in a logical order that builds toward a powerful conclusion.</p> <p>I use a variety of words, phrases, and structures to connect ideas so they flow in a logical order and build on each other naturally.</p> <p>My writing flows at a pace appropriate for the audience and the topic, elaborating when appropriate.</p> <p>My paragraphs break the writing up to help the reader understand the topic.</p> <p>My conclusion emphasizes my point of view and what I want my readers to do in a memorable way.</p>	<p>My introduction states my point of view.</p> <p>I present my evidence in an order that builds toward a logical conclusion.</p> <p>I use words and phrases to connect ideas.</p> <p>My writing flows at an appropriate pace, not spending too much or too little time on each topic.</p> <p>I use paragraphs appropriately.</p> <p>My conclusion summarizes what the writing was about.</p>	<p>My introduction is unclear about my point of view.</p> <p>I try to present my evidence in a logical order, but some parts don't really fit.</p> <p>I try to connect my ideas, but sometimes they sound choppy.</p> <p>Sometimes I spend too much or too little time on the topics in my writing.</p> <p>I have some paragraphs but there may be too many or too few.</p> <p>My conclusion is unclear in summarizing what the writing was about.</p>	<p>I do not have a clear introduction.</p> <p>There is no order in the way I present my evidence.</p> <p>My ideas do not connect to each other.</p> <p>The pace of my writing is inappropriate for the topic.</p> <p>I do not have paragraphs.</p> <p>I do not have a conclusion.</p>
Voice	I express a sincere belief in what I am writing.	My writing shows that I care about what I am	I try to convey a belief in what I am writing about.	I write as if the writing is just an assignment to complete.

	<p>I am respectful to my readers and to opposing opinions.</p> <p>I include personal experiences that effectively support my viewpoints.</p>	<p>saying.</p> <p>I do not put down other people’s opinions.</p> <p>I use some meaningful, personal details when it is appropriate.</p>	<p>I try to respect all opinions, but sometimes I act disrespectfully to other points of view.</p> <p>I rarely include meaningful, personal details, even when it would be appropriate.</p>	<p>I treat opposing viewpoints disrespectfully.</p> <p>I do not reveal anything about myself in the writing.</p>
Sentence Fluency	<p>My sentences are varied in length and structure to enhance meaning.</p> <p>My sentence beginnings are varied and interesting.</p> <p>My writing has rhythm and sounds effortless when read aloud.</p> <p>I use sentence fragments appropriately to enhance interest and meaning.</p>	<p>My sentences are generally varied in length and structure.</p> <p>My sentence beginnings are often varied.</p> <p>My writing has rhythm.</p>	<p>The length and structure of my sentences vary a little.</p> <p>I attempt to vary sentence beginning structures, but some are repeated.</p> <p>Some parts of my writing have rhythm, but other parts are choppy and awkward.</p>	<p>The length and structure of my sentences are repetitive.</p> <p>Many of my sentences begin in similar ways.</p> <p>My writing does not have rhythm.</p>
Word Choice	<p>My language is precise, specific, and accurate.</p> <p>I use powerful and interesting words and phrases to create memorable pictures in the readers’ minds.</p> <p>I use technical</p>	<p>My language is generally accurate.</p> <p>I use interesting words to engage the reader.</p> <p>I define important technical terms.</p>	<p>My language is sometimes vague, general, and not descriptive.</p> <p>I use predictable, uninteresting language.</p> <p>I do not define all the</p>	<p>My language is general and predictable.</p> <p>I do not define technical terms.</p>

	terms sparingly and, if they are necessary, I define them in easy-to-understand language.		important technical terms.	
Conventions	<p>I make no errors in spelling, punctuation, or capitalization.</p> <p>I use Standard English throughout the writing.</p> <p>I successfully manipulate conventions of spelling, punctuation, and Standard English, when appropriate, to enhance meaning and style.</p>	<p>I make no spelling, punctuation, or capitalization errors that detract from meaning.</p> <p>Standard English is used throughout the writing.</p>	<p>I make some errors in spelling, punctuation, and capitalization that detract from what I am trying to say.</p> <p>I sometimes use nonstandard English.</p>	<p>Errors in conventions make my writing difficult to read and understand.</p> <p>I frequently use nonstandard English.</p>