

### Rubric for Persuasive Communication

The main purpose of a rubric is to help you do your best work. Use the rubric to make sure you understand what you are expected to learn. Is all of your work best described by column 4? If not, what can you improve? If you have access to a printer, you may want to print the rubric for reference as you work through the activities. Ask your teacher for help if you have any questions about the rubric.

	4	3	2	1
<b>Solution Planning</b>	<p>The plan is precise and based on a thorough understanding of the issue and logical inferences with well-supported conclusions that add meaning and insight to the issue.</p> <p>Different types of formulas effectively analyze all of the relevant data.</p>	<p>The plan is precise and based on a thorough understanding of the issue, but some inferences may not be logical or some conclusions may not be well-supported.</p> <p>Formulas effectively analyze most of the relevant data.</p>	<p>The plan is precise and is based on relevant information, but may include faulty inferences or poorly developed conclusions.</p> <p>Formulas accurately analyze relevant data, but other formulas would be more effective.</p>	<p>The plan is not precise and is based on inaccurate or irrelevant information or faulty inferences.</p> <p>Formulas are missing or do not accurately analyze relevant data.</p>
<b>Solution Implementation</b>	<p>Different types of charts are used to develop important concepts that support the solution.</p> <p>Worksheets and charts are attractive and engaging, easy to read and interpret, provide visual evidence of all survey results, and thoroughly support the solution.</p>	<p>Most charts are used to develop important concepts, but they may not support the solution.</p> <p>Worksheets and charts are easy to read, summarize poll results, and provide adequate evidence to support the solution.</p>	<p>Most charts have a clear purpose, but they may not support the solution.</p> <p>Worksheets and charts are easy to read and summarize poll results but do not provide enough evidence to support the solution.</p>	<p>Charts are missing or do not have a clear purpose.</p> <p>Worksheets and charts are difficult to read and do not summarize poll results or support the solution.</p>
<b>Persuasive Nonfiction</b>	Essay captures readers'	Essay clearly states the	Essay clearly states the	Essay does not clearly state

	attention, uses multiple writing styles, uses persuasive strategies to make a compelling argument for the solution, and offers readers a new viewpoint or insight into the problem.	solution, uses at least one persuasive strategy to make a convincing argument for the solution, and offers readers a new viewpoint or insight into the problem.	solution but does not make a convincing argument and offer readers only basic insight into the problem.	the solution or make a convincing argument.
<b>Multimedia</b>	Images, audio, and video enhancements are credited, support and illustrate main points, and make the argument more convincing.	Images, audio, and video enhancements are credited and carefully selected to support and illustrate important main points.	Images, audio, or video enhancements are not credited or sometimes distract the audience from the content.	Images, audio, or video enhancements are not included.
<b>Copyright and Copyleft</b>	Written permission has been secured for all copyrighted content and media.  All copylefted content and media are used in ways that are consistent with the license.	All fair use guidelines have been followed and written permission has been secured when required.  Most copylefted content and media are used in ways that are consistent with the license.	Fair use guidelines have been followed for most content and media.  Copylefted content and media are used in ways that are not consistent with the license.	Fair use guidelines have not been followed for most content and media.  Copylefted content and media are not used.
<b>Self-direction</b>	Students are persistent and adaptable, and work methodically to achieve challenging goals.	Students work persistently to achieve challenging goals but may not be adaptable or methodical.	Students set challenging goals, but they may not work persistently to achieve the goals.  Students	Students do not set challenging, achievable goals.  Students do not monitor their thinking

	Students are reflective, consistently monitor their thinking, and invite input/feedback from others.	Students are reflective, usually monitor their thinking, and use input/feedback from others.	sometimes monitor their thinking and use input/feedback from others.	and resist or avoid input/feedback from others.
<b>Writing Mechanics</b>	All words are spelled and capitalized correctly.  All sentences are punctuated correctly.	Almost all words are spelled and capitalized correctly.  Almost all sentences are punctuated correctly.	Several words are misspelled or capitalized incorrectly.  Several sentences are punctuated incorrectly.	Many words are misspelled and capitalized incorrectly, making the information hard to understand.  Many sentences are punctuated incorrectly, making the information hard to understand.