

Writing Rubric – BUAD – Roanoke College

Name: _____

Course: _____

TRAITS	SCORE	Below Basic (Rating = 1)	Basic (Rating = 2)	Proficient (Rating = 3)	Advanced (Rating = 4)
Material Delivered		Material delivered fails to meet the intended objective of the assignment.	Material delivered is weak, simplistic, unclear, or too broad as compared to the assignment.	Material delivered represents clear understanding of the topic and meets the objectives of the assignment.	Material delivered represents clear understanding of the topic and exceeds the objectives of the assignment in multiple areas.
Reasoning		The writer's thought processes are uncritical, illogical, superficial, or simplistic. Lacks acceptable interpretation of research conducted.	The writer's thought processes are logical in some places but faulty or simplistic in other areas of the assignment. Limited interpretation of research conducted.	The writer's thought processes are logical and consistent throughout the assignment. Shows evidence of interpretation of research conducted.	The writer's thought processes demonstrate sophistication of thought, recognizing multiple dimensions and/or perspectives throughout the assignment. Solid evidence of personal interpretation of research conducted.
Evidence of Research		Little to no evidence, or evidence is inappropriate for the purpose of the assignment.	Limited evidence provided or indication that it is inaccurate, irrelevant, or poorly documented.	Evidence is accurate, well documented, and relevant, providing adequate support for the purpose of the assignment.	Evidence is relevant, accurate, well integrated, and well documented, providing clear supporting argument for the purpose of the assignment.
Organization and Structure		Lacks a sense of overall structure; no sense of beginning, middle, or end. No paragraphs or division into paragraphs. Lacks logical flow. Lacks transitional words, phrases, and sentences between or within paragraphs. Significant repetition of similar thoughts.	Contains an overall sense of beginning, middle, and end, but paragraph sequence may be confusing. The order or balance of ideas within paragraphs is inconsistent. Little or inappropriate use of transitional wording. Some repetition of similar thoughts.	Effective structure and arrangement of ideas. Order or balance of ideas within paragraphs is generally consistent and cohesive. Transitions between thoughts / ideas are present but may have some discontinuity. Little repetition of similar thoughts.	Rational, sensible, and deliberate structure that enhances and clarifies meaning. Transitions show clear relationships among ideas. Ideas and thoughts are not repeated
Style and Mechanics		Multiple and serious errors of sentence structure, grammar, spelling and capitalization, or punctuation such that communication is hindered. Vocabulary used is very limited.	Sentences show some errors of structure, grammar, punctuation, spelling and/or capitalization. Sentences exhibit little or no variety. Limited vocabulary and word usage.	Effective and varied sentences; only occasional errors in sentence construction, punctuation, spelling and/or capitalization. Good vocabulary and word usage.	Sentences structured effectively; rich, well-chosen variety of sentence styles and length; virtually free of punctuation, spelling, capitalization errors. Exceptional vocabulary and word usage.