

J202 Gradesheet: Persuasive Story

Student name:

TA:

Graded requirements	Subsets	Emerging	Developing	Mastering
	Scale	C-F	B-BC	A-AB
Strategy	Clear purpose, defined goals and outcomes, evidence-based, actions fit goals/audience, action statement	Proposed communication not a fit for audience or counter to goals; unclear ideas or proposals; no means to act; not feasible	Fit between audience, goals and strategy but other weaknesses, such as not fiscally feasible; strategy promising with revision	Effective strategy with clear means for implementation and action
	Scale	Weak _____ Strong		
Information	Accuracy, inclusiveness, completeness, use of sources/ evidence/quotes, use of opposing points	Holes in information; important sources left out; unquestioning use of sources; weak quotes; inaccuracies (-10 per fact error)	Reasonable use of information but some ideas left out; minor inaccuracies; quotes used but weak connection or construction	Well-rounded sourcing includes key ideas/facts; effective quotes advance story; accurate; tells complete story
	Scale	Weak _____ Strong		
Lead	Fit to story, concision, engagement, appropriate tone	Lead misses point of story or is buried; wordy; inappropriate for audience; unnecessarily passive; inaccurate	Lead has one or two strong elements but fails in others, e.g. hits correct point but is excessively wordy	Lead accurately and succinctly draws in audience with key idea (straight) or engaging elements (feature)
	Scale	Weak _____ Strong		
Structure and flow	Organization, transitions, readability	Structure does not lead logically from one point to next; no or poor transitions; leaps in ideas with no segues; piece feels choppy or confusing	Information generally well ordered with some confusing jumps; weaker transitions; readable but inconsistent in flow	Information flows seamlessly from one point to next; effective transitions of idea and language; appropriate length for story, medium and audience
	Scale	Weak _____ Strong		
Language	Active voice, effective modifiers, precise word choices, visual descriptions, clarity, concision	Wordy constructions; poor word choices; unnecessary passive voice; unclear statements; dull writing	Clear writing with some instances of poor word choice, unspecific descriptions or passive voice; slightly wordy or confusing	Concise constructions making use of precise and effective words; descriptive and clear
	Scale	Weak _____ Strong		
Mechanics	Spelling, style, grammar	Host of errors interfere with comprehension	Minor errors trip up reader but story readable	Largely error-free
	Scale	Weak _____ Strong		
Fairness	Inclusiveness, balance	Displays unjustifiable bias; relies on stereotype; involves unwarranted opinion	Source or quote choices lead to question of bias; minor insertions of opinion	Overall fairness to subject and sources; free of bias
	Scale	Weak _____ Strong		
Assignment Grade:				