**ENGL 1100**

**Project 3: Writing to Persuade Rubric**

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|  | **Strong** | **Satisfactory** | **Developing** | **Insufficient** |
| **Thesis and Development of Claim** | The project has a clear and original thesis that drives the discussion. Evidence convincingly supports the central claim, demonstrating its validity beyond reasonable doubt. | The project has a clear thesis that establishes the author's central claim. The project provides evidence in support of that thesis. | This project has a thesis, although it may be unclear. The evidence may support the author's central claim, but the reader is left with more questions than answers. | This project lacks a central thesis. The central claim, if there is one, is unclear and not convincingly supported throughout the project. |
| **Critical Engagement with Evidence** | This project marshals evidence in support of the central thesis and critically engages with that evidence. Evidence is well integrated into the author's writing and properly attributed to a source. | This project marshals evidence in support of the central thesis. The author attempts to engage with that evidence with some success. Evidence is clearly presented and properly attributed. | This project provides legitimate evidence in support of the central thesis. The author does not successfully engage with that evidence, which may be awkwardly presented or attributed improperly. | The author provides little or no supporting evidence. If present, sources are not attributed or attributed improperly. |
| **Form/Genre** | The project effectively uses conventions and features of the chosen form/genre to communicate with the audience. | The project uses conventions and features of the chosen form/genre to communicate with the audience; however it is not always effective. | The project does not effectively use the uses conventions and features of the chosen form/genre to communicate with the audience. | The project provides little or no awareness of a specific form/genre. Little consideration is given to specific conventions and features of a form/genre. |
| **Audience Selection** | The project clearly identifies a specific, appropriate audience for the position argument. | The project identifies an audience that may be appropriate for the position argument. | The project identifies a vague or not appropriate audience for the position argument. | The project lacks a clear audience and/or the audience selected is not appropriate for the writer’s purpose. |
| **Expression** | The student's writing is clear, fluid, error-free, and demonstrates interesting variety in sentence structure. Organization enhances the development of the central claim. | This project clearly conveys meaning, but contains some sentence-level errors that impede flow. This project is organized into topical paragraphs related to the thesis. | Errors in writing disrupt flow and may hinder communication of meaning. This project is organized into paragraphs with some topical coherence related to the thesis. | Repeated errors in writing disrupt flow and hinder communication of meaning. Paragraphing in this project may be random or disconnected from the thesis. |
| **Tone** | The project has an effective tone appropriate for the intended audience. | The project has a tone that is appropriate for the intended audience; however it is not always effective. | Inconsistency in tone disrupts the reading of the project and distances the intended audience from the writer. | The author provides little to no awareness of tone. Little consideration of intended audience is evident in the tone. |
| **Formatting and Citation** | All elements of the project--including page layout, page headers, and works cited--are formatted in accordance with assigned guidelines. In-text citations are complete and meet the provided style guidelines (APA, MLA, etc.). | Although there are some deviations, this project is generally formatted according to the assigned guidelines. Errors in citation and documentation are minor and consistent among entries. | This project has inconsistent formatting, citation, or documentation that is not in accordance with assigned guidelines. | Formatting in this project is random and/or distracting. Citations may be absent or patched together without regard for guidelines. |