

Rubric for: PLO #1- Written Communication
Course Number and Name: CM 462 Senior Project II

- **Measured by:** Project Abstract
- **Target:** $\geq 70\%$ of the students will attain: Average

Criteria	Fail	Poor	Average	Excellent
Clarity	Abstract is very poorly written: <ul style="list-style-type: none"> • purpose of study is not stated • content does not have relevance to topic • methods of research are not stated 	Abstract is poorly written: <ul style="list-style-type: none"> • purpose of study is poorly stated • content has minimal relevance to topic • methods of research are minimally stated 	Abstract is mostly well written: <ul style="list-style-type: none"> • purpose of study is adequately stated • content is mostly relevant to topic • methods of research are stated, but lacks specifics 	Abstract is well written: <ul style="list-style-type: none"> • purpose of study is thorough and detailed • content is relevant to topic • methods of research are skillfully defined
Purpose and summary	Demonstrates: <ul style="list-style-type: none"> • minimal awareness of context and audience • purpose of study is not stated, incomplete, or unclear 	Demonstrates: <ul style="list-style-type: none"> • some understanding of context and audience • purpose with minimal attention to detail and the assigned task 	Demonstrates: <ul style="list-style-type: none"> • adequate understanding of context and audience • purpose with a clear understanding that may lack description, vital details, or focus 	Demonstrates: <ul style="list-style-type: none"> • thorough understanding of context and audience • purpose that is responsive to the assigned task(s) and focuses all elements of the work
Professional writing	Demonstrates: <ul style="list-style-type: none"> • language that impedes meaning because of errors in usage • inappropriate writing for the profession 	Demonstrates: <ul style="list-style-type: none"> • an attempt to use language that conveys meaning to readers • writing with minimal application to the profession 	Demonstrates: <ul style="list-style-type: none"> • straightforward language that generally communicates meaning to readers with clarity and fluency • mostly appropriate writing for the profession 	Demonstrates: <ul style="list-style-type: none"> • graceful language that skillfully communicates meaning to readers with clarity and fluency • appropriate writing for the profession
Grammar	Contains: <ul style="list-style-type: none"> • many (>4) errors of tense, acronyms, and syntax 	Contains: <ul style="list-style-type: none"> • multiple (3-4) errors of tense, acronyms, and syntax 	Contains: <ul style="list-style-type: none"> • minimal (1-2) errors of tense, acronyms, and syntax 	Contains: <ul style="list-style-type: none"> • error-free usage of tense, acronyms, and syntax
Format	Contains: <ul style="list-style-type: none"> • drastically over 200 words (>275), or far less (<125) • many (>4) errors in required organization, presentation, format, and style 	Contains: <ul style="list-style-type: none"> • significantly over 200 words (221-275), or far less (125-170) • several (3-4) errors in required organization, presentation, format, and style 	Contains: <ul style="list-style-type: none"> • just over 200 words (201-220, or noticeably less (170-189) • minimal (1-2) errors in required organization, presentation, format, and style 	Contains: <ul style="list-style-type: none"> • approximately 200 words (190-200) • no errors in required organization, presentation, format, and style
Keywords	Contains: <ul style="list-style-type: none"> • no keywords 	Contains: <ul style="list-style-type: none"> • less than 4 or more than 6 keywords, or keywords slightly relate to topic 	Contains: <ul style="list-style-type: none"> • 4-6 keywords, or keywords somewhat associated with topic 	Contains: <ul style="list-style-type: none"> • 5 keywords associated with topic