**Unit 1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Weight** | **Insufficient** | **Novice** | **Competent** | **Proficient** |
| Level of detail is appropriate to audience’s knowledge level | 8% | 0% | 33.33% | 66.67% | 100% |
| Content is presented in a manner that guides the audience through the text. | 8% | 0% | 33.33% | 66.67% | 100% |
| External source material supports the text’s main message. | 8% | 0% | 33.33% | 66.67% | 100% |
| External source materials are presented as coming from someone other than the writer. | 8% | 0% | 33.33% | 66.67% | 100% |
| Major sections and subsections have clear headings. | 8% | 0% | 33.33% | 66.67% | 100% |
| Paragraphs are ordered in a logical sequence for content, according to the choice of arrangement. | 7% | 0% | 33.33% | 66.67% | 100% |
| Arrangement incorporates transitions and connections. | 7% | 0% | 33.33% | 66.67% | 100% |
| Each paragraph has a clear topic sentence lead. | 8% | 0% | 33.33% | 66.67% | 100% |
| Sentences support their paragraphs’ topic. | 7% | 0% | 33.33% | 66.67% | 100% |
| Sentences contain an identifiable subject and action. | 8% | 0% | 33.33% | 66.67% | 100% |
| Sentence punctuation is appropriate to meaning and purpose. | 7% | 0% | 33.33% | 66.67% | 100% |
| Introduction of text forecasts shape of document. | 8% | 0% | 33.33% | 66.67% | 100% |
| External source material is set off from the writer’s own words. | 7% | 0% | 33.33% | 66.67% | 100% |

**Unit 2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Weight** | **Insufficient** | **Novice** | **Competent** | **Proficient** |
| Audience Awareness (from Unit 1) | 15% | 0% | 33.33% | 66.67% | 100% |
| Purposeful Arrangement (from Unit 1) | 15% | 0% | 33.33% | 66.67% | 100% |
| Text is arranged and presented to support the writer’s argument. | 7% | 0% | 33.33% | 66.67% | 100% |
| Argument terms are defined. | 7% | 0% | 33.33% | 66.67% | 100% |
| Argument is supported by relevant evidence. | 7% | 0% | 33.33% | 66.67% | 100% |
| Evidence presented is persuasive to target audience. | 7% | 0% | 33.33% | 66.67% | 100% |
| Voice of writer in text supports and syncs with argument. | 7% | 0% | 33.33% | 66.67% | 100% |
| Tone of text is identifiable. | 7% | 0% | 33.33% | 66.67% | 100% |
| Voice of writer in text is identifiable. | 7% | 0% | 33.33% | 66.67% | 100% |
| Register of text is consistent and appropriate. | 7% | 0% | 33.33% | 66.67% | 100% |
| Key terms are used consistently. | 7% | 0% | 33.33% | 66.67% | 100% |
| Font choice, styling, and color are consistently used. | 7% | 0% | 33.33% | 66.67% | 100% |

**Unit 3**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Weight** | **Insufficient** | **Novice** | **Competent** | **Proficient** |
| Audience Awareness (from Unit 1) | 10% | 0% | 33.33% | 66.67% | 100% |
| Purposeful Arrangement (from Unit 1) | 10% | 0% | 33.33% | 66.67% | 100% |
| Argument Awareness (from Unit 2) | 10% | 0% | 33.33% | 66.67% | 100% |
| Purposeful Voice (from Unit 2) | 10% | 0% | 33.33% | 66.67% | 100% |
| Text locates and acknowledges argument in larger conversation. | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Text responds to arguments in larger conversation. | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Text leverages outside sources to persuade within larger conversation. | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Citations within the text differentiate between sources. | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Citations are collected in a Works Cited page or equivalent. | 7.5% | 0% | 33.33% | 66.67% | 100% |
| A single citation style is followed accurately and consistently. | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Connections between sources are made, and their contributions to the conversation explained. | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Major sections of the argument forecast their shape and scope. | 7.5% | 0% | 33.33% | 66.67% | 100% |

**Unit 4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Weight** | **Insufficient** | **Novice** | **Competent** | **Proficient** |
| Audience Awareness (from Unit 1) | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Purposeful Arrangement (from Unit 1) | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Argument Awareness (from Unit 2) | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Purposeful Voice (from Unit 2) | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Conversational Awareness (from Unit 3) | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Purposeful Documentation (from Unit 3) | 7.5% | 0% | 33.33% | 66.67% | 100% |
| Text acknowledges the limits of outside sources within larger conversation. | 5% | 0% | 33.33% | 66.67% | 100% |
| Text places itself within the cultural and historical setting. | 5% | 0% | 33.33% | 66.67% | 100% |
| The scope of the argument or advocacy is feasible. | 5% | 0% | 33.33% | 66.67% | 100% |
| Argument responds to and addresses stakeholder concerns. | 5% | 0% | 33.33% | 66.67% | 100% |
| Rhetorical choices in sentence style and construction support the argument. | 5% | 0% | 33.33% | 66.67% | 100% |
| Voice of writer is appropriate for relevant stakeholders. | 5% | 0% | 33.33% | 66.67% | 100% |
| Voice of writer treats subject with appropriate seriousness/gravitas. | 5% | 0% | 33.33% | 66.67% | 100% |
| Document visual design supports the purpose or argument. | 5% | 0% | 33.33% | 66.67% | 100% |
| Document structure coordinates with argument and visual style. | 5% | 0% | 33.33% | 66.67% | 100% |
| Sentences and paragraphs are logical, cohesive, and support overall argument of text and each other. | 5% | 0% | 33.33% | 66.67% | 100% |
| Sentence style and construction vary in useful ways. | 5% | 0% | 33.33% | 66.67% | 100% |