

UBPL 741 Grading Rubric

Grade	Organization	Writing	Content	Analysis	Creativity
Seasoned Professional Quality (A)	Logical flow; excellent use of design/layout elements	Flawless ; engaging pacing and word choice	Covers all requirements and more. Above and beyond.	High quality analysis plus original insight. Strong arguments based on reasoning and evidence enough to withstand most critiques.	Wow! Unique and Inspiring Feature(s)!
New Professional Quality (A-)	Logical flow; good use of design/layout elements	Flawless ; adequate pacing and word choice	Covers all requirements. No complaints.	High quality analysis. Strong arguments based on reasoning and evidence enough to withstand most critiques.	Great! Really Engaging Feature(s)!
Intern Quality (B+)	Logical flow; adequate use of design/layout elements	Infrequent grammar and/or word choice problems ; once per paragraph on average	Covers nearly all requirements. Any gaps are minor	Good quality analysis. Good arguments but minor gaps in reasoning and/or evidence.	Neat. Draws audience in nicely.
Student Quality (B)	Logical flow; limited to no use of design elements	Frequent poor grammar and/or word choice ; twice per paragraph on average	Covers nearly all requirements. Gaps are substantial but not missing critical requirement.	Fair quality analysis. Some good arguments with minor gaps in reasoning and/or evidence with some poor arguments with major gaps in reasoning and/or evidence.	Nice try. Over-the-top, confusing, or otherwise distracting to the audience.
Low Quality / Redo (B- or lower)	Lacks logical flow	Pervasive poor grammar and/or word choice ; more than twice per paragraph on average	Missing multiple requirements or missing critical requirement.	Poor quality analysis. Most arguments have major gaps in reasoning and/or evidence	Not Applicable.

The organization, writing, content, and analysis components are equally weighted. The creativity component allows for bonus credit.

For standards, tips, and suggestions on organization and writing, see Blackboard → Course Documents → Writing Resources

For guidance on content and analysis, see Syllabus instructions.

For creativity, look around and inside you for inspiration!