

# UBPL 741 Grading Rubric

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