Example Rubric for Writing Intensive Assignments:
Student Learning Outcomes for Effective Writing

<table>
<thead>
<tr>
<th>Evaluation Criteria (Student Learning Outcomes)</th>
<th>High</th>
<th>Low</th>
<th>NE</th>
</tr>
</thead>
</table>
| **RHETORICAL AWARENESS**  
**ENGAGEMENT WITH THE SUBJECT; AWARENESS OF SELF AS WRITER**  
● Style and tone are clearly controlled throughout the written work.  
● Clearly demonstrates a sense of being a writer presenting ideas to an audience. | 4    | 3   | 2  |
| **PURPOSE**  
**FOCUS OF WRITING ON A SPECIFIC PURPOSE**  
● Demonstrates a coherent, original, well-developed and clear purpose.  
● Author’s focus/viewpoint is clear. | 4    | 3   | 2  |
| **ORGANIZATION**  
**PRODUCE LOGICAL, COHERENT, AND WELL-STRUCTURED WRITING**  
● Creative, sophisticated, effective, and cohesive organization contributes to full development of the writing.  
● All ideas in the writing flow logically in an organized manner. | 4    | 3   | 2  |
| **WRITING STANDARDS**  
**APPLY APPROPRIATE WRITING STANDARDS**  
● Impeccable spelling, grammar, sentence structure, word usage, and punctuation.  
● Author uses citations coherently/accurately according to the documentation style used in the discipline. | 4    | 3   | 2  |

NE: Not evident

** This could easily become a 1–5 point scale.