

Evaluation Criteria for Unit #1: Definitions and Descriptions

Criteria	Points	Comments
<p>CONTENT</p> <ul style="list-style-type: none"> ▪ Completeness: Does the glossary contain at least 20 terms? Does the information sheet fill both sides of one page? Is the memo 1–1.5 pages? ▪ Readability: Are the definitions written in a clear and concise manner? Is the description on the information sheet easy to follow? Does the writer avoid jargon? ▪ Relevance: Do all terms in the glossary relate to the field the writer has selected? Does the writer avoid details which have no connection to the topic? ▪ Creativity: Does the writer use a variety of techniques to define and describe technical concepts? ▪ Arrangement: Does the writer group topics and details together in an intuitive manner? Are the documents well organized? 	____ / 30	
<p>RHETORICAL EFFECTIVENESS</p> <ul style="list-style-type: none"> ▪ Adaptation: Does the writer tailor the material to the audience’s level of understanding? Does the material fit the context? ▪ Connection: Does the writer establish a tone appropriate for the situation and audience? ▪ Reliability: Does the writer demonstrate <i>ethos</i>, or competence and trustworthiness? ▪ Persuasion: Does the reflection memo justify the choices the writer made in creating the glossary and information sheet? 	____ / 30	
<p>DOCUMENT DESIGN</p> <ul style="list-style-type: none"> ▪ Appearance: How professional is the overall appearance of the two primary documents? ▪ Consistency: Do the documents use fonts, margins, borders, headings, emphasis strategies, etc., consistently? ▪ Illustrations: Does the writer use at least one original or adapted illustration? ▪ Integration: Do the illustrations complement the written text, and vice versa? 	____ / 20	
<p>CITATIONS</p> <ul style="list-style-type: none"> ▪ Credit: Does the writer give credit where credit is due? ▪ Visuals: Are the visual cited, labeled, and captioned as necessary? ▪ Consistency: Does the writer use a consistent citation style throughout the documents? ▪ References: Does the writer include references that would enable a reader to find the original sources? 	____ / 10	
<p>STANDARD WRITTEN ENGLISH</p> <ul style="list-style-type: none"> ▪ Spelling: Do the documents contain any spelling errors? ▪ Grammar: Do the documents follow standard grammatical guidelines for formal workplace writing? 	____ / 10	

GRADE: ____ / 100