Evaluation Criteria for Unit #1: Definitions and Descriptions

Criteria	Excellent	Good	Fair	Poor
CONTENT				
▪ **Completeness/Length:** 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? Does the writer avoid using jargon and acronyms in the definitions? Is the information sheet easy to follow?				
▪ **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? Does the information sheet *describe* (rather than *instruct)*?				
▪ **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?				
RHETORICAL EFFECTIVENESS				
▪ **Audience:** Do the documents address a specific audience in a specific setting? Does the writer tailor the material to the reader's level of understanding? Does the material fit the context?				
▪ **Reliability:** Does the writer establish a tone of competence and trustworthiness appropriate for the situation and audience?				
▪ **Reflection:** Does the reflection memo show the writer's thought process in composing the glossary and information sheet?				
▪ **Persuasion:** Does the reflection memo justify the choices the writer made in creating the glossary and information sheet?				
DOCUMENT DESIGN				
▪ **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?				
CITATIONS				
▪ **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?				
STANDARD WRITTEN ENGLISH				
▪ **Spelling:** Do the documents contain any spelling errors?				
▪ **Grammar:** Do the documents follow standard grammatical guidelines for formal workplace writing?				