

**Comm 120: Grading Rubric for Web Assignments (20 points)**  
**Professor Perez**

| <b>Essay Requirements</b>   | <b>Professional Quality<br/>(Grade: A)</b>  | <b>Adequate<br/>(Grade: B/C)</b>   | <b>Needs Improvement<br/>(Grade: C/D)</b>  | <b>Inadequate<br/>(Grade: F)</b>   |
|---|---|--|--|--|
| <b>5 pts</b><br><b>INTRODUCTION</b><br>Thesis Statement   | <b>(5 pts)</b><br>Well-developed introduction engages the reader and creates interest. Thesis clearly stated.   | <b>(3-4 pts)</b><br>Introduction creates interest. Thesis clearly stated.  | <b>(1-2 pts)</b><br>Introduction adequately explains the background, but lacks detail. Thesis stated.  | <b>(0 pts)</b><br>Background details are a random collection of information, unclear, or not related to the topic. Thesis is vague or unclear.   |
| <b>CONCLUSION</b>   | Conclusion effectively wraps up and goes beyond restating the thesis.   | Conclusion effectively summarizes topics.  | Conclusion is recognizable and ties up almost all loose ends.  | Conclusion does not summarize main points.   |
| <b>10 pts</b><br><b>MAIN POINTS</b><br>Body Paragraphs  | <b>(9-10 pts)</b><br>Well-developed main points directly related to the thesis. Supporting examples are concrete and detailed. Textbook references clearly used and connected to main point content.  | <b>(7-8 pts)</b><br>Three or more main points are related to the thesis, but one lacks details. Textbook references clearly used and connected to most but not all main point content.   | <b>(3-6 pts)</b><br>Three or more main points are present. Two or more lack details. Insufficient number of textbook references used or textbook references not clearly connected to main point content.                       | <b>(2-0 pts)</b><br>Less than three main points, and/or poor development of ideas. Essay is incomplete and undeveloped. Textbook references not used.  |
| <b>5 pts</b><br><b>STYLE/ ORGANIZATION</b><br>Structure<br>Transitions<br>Sentence flow, variety<br><b>MECHANICS</b><br>Spelling, punctuation, capitalization | <b>(5 pts)</b><br>Logical progression of ideas with a clear structure that enhances the thesis.<br>Transitions are present throughout the essay.<br>Writing is smooth, skillful, and coherent. Sentences are strong and expressive with varied structure.<br>Words well chosen.<br><br>Punctuation, spelling, capitalization are correct.<br>No errors. | <b>(3-4 pts)</b><br>Logical progression of ideas.<br>Transitions are present equally throughout essay.<br>Writing is clear and sentences have varied structure. Word choice appropriate.<br><br>Punctuation, spelling, capitalizations are generally correct, with 1-2 total errors. | <b>(1-2pts)</b><br>Organization is pretty clear.<br>Transitions are mostly present.<br>Writing is clear, but sentences lack variety.<br>Word choice inconsistent<br>3-4 total errors in punctuation, spelling, capitalization. | <b>(0 pts)</b><br>No discernable organization.<br>Transitions are not present.<br>Writing is confusing, hard to follow.<br>Contains fragments and/or run-on sentences.<br><br>Distracting errors in punctuation, spelling, capitalization. |