

# Texas A&M International University

## 2014 Core Curriculum Rubric for Communication

	Exemplary 4	Accomplished 3	Competent 2	Beginning 1	Deficient 0
<b>Focus</b>	<ul style="list-style-type: none"> <li>▪ Assignment is addressed in an innovative way</li> <li>▪ Purpose is multi-faceted or complex</li> <li>▪ Audience, occasion, or situation is addressed innovatively</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assignment is completely and clearly addressed</li> <li>▪ Nearly always maintains a clear, central purpose</li> <li>▪ Audience, occasion, or situation fully addressed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assignment is mostly addressed</li> <li>▪ Frequently maintains a clear, central purpose</li> <li>▪ Audience, occasion, or situation mostly addressed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assignment is somewhat addressed</li> <li>▪ Sometimes maintains a clear, central purpose</li> <li>▪ Audience, occasion, or situation somewhat addressed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assignment is partially or unclearly addressed</li> <li>▪ Infrequently maintains a clear, central purpose</li> <li>▪ Audience, occasion, or situation inadequately addressed</li> </ul>
<b>Organization &amp; Development</b>	<ul style="list-style-type: none"> <li>▪ Components/Sections exceed content expectations</li> <li>▪ Always follows logical paragraphing or prescribed sectioning</li> <li>▪ Effective <u>and</u> subtle transitions</li> <li>▪ Fully developed <u>and</u> complex topic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Components/Sections completely meet content expectations</li> <li>▪ Nearly always follows logical paragraphing or prescribed sectioning</li> <li>▪ Nearly always includes effective transitions</li> <li>▪ Fully developed topic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Components/Sections mostly meet content expectations</li> <li>▪ Frequently follows logical paragraphing or prescribed sectioning</li> <li>▪ Frequently includes effective transitions</li> <li>▪ Mostly developed topic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Components/Sections somewhat meet content expectations</li> <li>▪ Sometimes follows logical paragraphing or prescribed sectioning</li> <li>▪ Sometimes includes effective transitions</li> <li>▪ Somewhat developed topic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Components/Sections partially meet content expectations</li> <li>▪ Infrequently follows logical paragraphing or prescribed sectioning</li> <li>▪ Infrequently includes effective transitions</li> <li>▪ Underdeveloped or overly simplistic topic</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Movement/Shape/Composition exceeds expectations</li> <li>▪ Artwork fully <u>and</u> innovatively formed/performed as expected</li> </ul>	<ul style="list-style-type: none"> <li>▪ Movement/Shape/Composition completely meets expectations</li> <li>▪ Artwork fully formed/performed as expected</li> </ul>	<ul style="list-style-type: none"> <li>▪ Movement/Shape/Composition mostly meets expectations</li> <li>▪ Artwork mostly formed/performed as expected</li> </ul>	<ul style="list-style-type: none"> <li>▪ Movement/Shape/Composition somewhat meets expectations</li> <li>▪ Artwork somewhat formed/performed as expected</li> </ul>	<ul style="list-style-type: none"> <li>▪ Movement/Shape/Composition incompletely meets expectations</li> <li>▪ Artwork incompletely formed/performed as expected</li> </ul>
<b>Style &amp; Sentence Structure</b>	<ul style="list-style-type: none"> <li>▪ Sentence length and structure always meet expectations</li> <li>▪ Always uses clear syntax</li> <li>▪ Always uses effective tone</li> <li>▪ Always uses effective language/gestures</li> <li>▪ No wordiness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sentence length and structure nearly always meet expectations</li> <li>▪ Nearly always uses clear syntax</li> <li>▪ Nearly always uses effective tone</li> <li>▪ Nearly always uses effective language/gestures</li> <li>▪ Very little wordiness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sentence length and structure often meet expectations</li> <li>▪ Frequently uses clear syntax</li> <li>▪ Frequently uses effective tone</li> <li>▪ Frequently uses effective language/gestures</li> <li>▪ Little wordiness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sentence length and structure sometimes meet expectations</li> <li>▪ Sometimes uses clear syntax</li> <li>▪ Sometimes uses effective tone</li> <li>▪ Sometimes uses effective language/gestures</li> <li>▪ Some wordiness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sentence length and structure infrequently meet expectations</li> <li>▪ Infrequently uses clear syntax</li> <li>▪ Infrequently uses effective tone</li> <li>▪ Infrequently uses effective language/gestures</li> <li>▪ Wordy</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Innovative use of effective media/materials</li> <li>▪ Innovative use of effective design concepts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Nearly always uses effective media/ materials</li> <li>▪ Nearly always uses effective design concepts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Frequently uses effective media/ materials</li> <li>▪ Frequently uses effective design concepts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sometimes uses effective media/materials</li> <li>▪ Sometimes uses effective design concepts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Infrequently uses effective media/materials</li> <li>▪ Infrequently uses effective design concepts</li> </ul>

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Grammar and/or Mechanics	<ul style="list-style-type: none"> <li>▪ No errors</li> <li>▪ Innovative use of appropriate format/space/movement</li> </ul>	<ul style="list-style-type: none"> <li>▪ Very few errors</li> <li>▪ Always uses appropriate format/space/movement</li> </ul>	<ul style="list-style-type: none"> <li>▪ A few errors</li> <li>▪ Frequently uses the appropriate format/space/movement</li> </ul>	<ul style="list-style-type: none"> <li>▪ Many errors</li> <li>▪ Sometimes uses the appropriate format/space/ movement</li> </ul>	<ul style="list-style-type: none"> <li>▪ Excessive errors</li> <li>▪ Infrequently uses the appropriate format/space/ movement</li> </ul>
Research	<ul style="list-style-type: none"> <li>▪ Sources are exceptional</li> <li>▪ Uses several more sources than required</li> <li>▪ Intricately incorporates sources</li> <li>▪ Always uses appropriate documentation</li> <li>▪ Complete absence of plagiarism</li> </ul>	<ul style="list-style-type: none"> <li>▪ All sources are appropriate</li> <li>▪ Uses a few more sources than required</li> <li>▪ Always incorporates sources effectively</li> <li>▪ Always uses appropriate documentation</li> <li>▪ Complete absence of plagiarism</li> </ul>	<ul style="list-style-type: none"> <li>▪ Most sources are appropriate</li> <li>▪ Uses the number of sources required</li> <li>▪ Frequently incorporates sources effectively</li> <li>▪ Frequently uses appropriate documentation</li> <li>▪ Complete absence of plagiarism</li> </ul>	<ul style="list-style-type: none"> <li>▪ Some sources are appropriate</li> <li>▪ Uses fewer sources than required</li> <li>▪ Sometimes incorporates sources effectively</li> <li>▪ Sometimes uses appropriate documentation</li> <li>▪ Complete absence of plagiarism</li> </ul>	<ul style="list-style-type: none"> <li>▪ Few sources are appropriate</li> <li>▪ Does not use sources as required</li> <li>▪ Infrequently incorporates sources effectively</li> <li>▪ Infrequently uses appropriate documentation</li> <li>▪ Complete absence of plagiarism</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Artwork/Performance exhibits innovative use of research</li> <li>▪ Artwork/Performance creatively incorporates expected research</li> </ul>	<ul style="list-style-type: none"> <li>▪ Artwork/Performance fully exhibits expected research requirement</li> <li>▪ Artwork/Performance fully incorporates expected research</li> </ul>	<ul style="list-style-type: none"> <li>▪ Artwork/Performance mostly exhibits expected research requirement</li> <li>▪ Artwork/Performance mostly incorporates expected research</li> </ul>	<ul style="list-style-type: none"> <li>▪ Artwork/Performance somewhat exhibits expected research requirement</li> <li>▪ Artwork/Performance somewhat incorporates expected research</li> </ul>	<ul style="list-style-type: none"> <li>▪ Artwork/Performance partially exhibits expected research requirement</li> <li>▪ Artwork/Performance partially incorporates expected research</li> </ul>