

Electronic Messages Rubric



Name: _____

CATEGORY	Excellent	Good	Satisfactory	Needs Improvement
Audience Awareness	Excellent and appropriate audience awareness	Some audience awareness demonstrated	Needs more audience awareness	Little or no audience awareness demonstrated
Ideas	Ideas were expressed in a clear and organized fashion. It would be easy for the reader to figure out what the letter was about.	Ideas were expressed in a pretty clear manner, but the organization could have been better.	Ideas were somewhat organized, but were not very clear and there were sections that didn't make sense. It took more than one reading to figure out what the letter was about.	The message seemed to be a collection of unrelated sentences and information. It was very difficult to figure out what the message was about.
Word Choice	Uses vivid words and phrases, and the choice and placement of the words seems accurate, natural and not forced.	Uses vivid words and phrases, but the words are occasionally used inaccurately or seem overdone.	Uses words that communicate clearly, but the writing lacks variety, punch or flair.	Uses a limited vocabulary that does not communicate strongly or capture the reader's interest. Jargon, unclear abbreviations, or cliches may be present and detract from the meaning.
Grammar, mechanics, & spelling (conventions)	Makes no errors in grammar, mechanics, or spelling.	Makes 1-2 errors in grammar, mechanics, and/or spelling.	Makes 3-4 errors in grammar mechanics, and/or spelling	Makes more than 4 errors in grammar, mechanics, and/or spelling.