Genre Analysis Report Rubric

Criteria	Ratings				Pts
1. Includes all the required sections: cover page (be sure to list your name as the author), executive summary, table of contents, introduction, methods, results (or findings), conclusions, references, and appendices.	Satisfactory 25.0 pts		Needs work 13.0 pts	Unsatisfactory 0.0 pts	25 pts
2. Includes all the required elements: a. Addresses the purpose, audience, and constraints for the genre; b. Includes a complete bibliography for all resources consulted; c. Includes or links to three examples of the genre.	Satisfactory 25.0 pts		Needs work 13.0 pts	Unsatisfactory 0.0 pts	25 pts
3. Identifies ethical/intercultural and global issues that affect the genre.	Satisfactory 10.0 pts		Needs work 5.0 pts	Unsatisfactory 0.0 pts	10 pts
4. Provides complete information on the project in the cover memo.	Satisfactory 10.0 pts		Needs work 5.0 pts	Unsatisfactory 0.0 pts	10 pts
5. Uses design elements to highlight key information and to make the report easy to read and visually appealing.	Satisfactory 10.0 pts		Needs work 5.0 pts	Unsatisfactory 0.0 pts	10 pts
6. Uses unique strategies and details that are clever, original, creative and/or imaginative.	Satisfactory 5.0 pts		Needs work 3.0 pts	Unsatisfactory 0.0 pts	5 pts
7. Includes well-chosen graphics or visual elements that increase its effectiveness.	Satisfactory 5.0 pts		Needs work 3.0 pts	Unsatisfactory 0.0 pts	5 pts
8. Uses accurate/appropriate image editing, grammar, spelling, punctuation, mechanics, linking, and formatting.	No errors (A) 10.0 pts	No more than 3 errors. (B) 8.0 pts	No more than 5 errors. (C) 6.0 pts	No more than 7 errors (D) 4.0 pts	More than 7 errors (F) 0.0 pts	10 pts
					Total	**100 pts**