

Lamar Institute of Technology COMMUNICATION RUBRIC

Definition

To include effective development, interpretation and expression of ideas through written, oral and visual communication

Core Objective Aspects	Exceeds Expectations 4pts	Meets Expectations 3pts	Below Expectations 2pts	Unacceptable 1pt
Context and purpose	Exceptionally effective content for purpose, occasion, audience, and assignment; exceptional audience adaptation	Adequate content, appropriate and effective for purpose, occasion, audience, and assignment; some audience adaptation evident	Content was inappropriate for the purpose, occasion, audience, and assignment; minimal adaptation to the audience	Failed to meet assignment purpose; no adaptation for occasion/audience (language, knowledge, experience, culture)
Organization	Exceptionally clear organizational pattern; easily followed	Mostly organized and logical organization; logical progression of ideas; some unity of thought	Organization is lacking, information is rambling; does not follow assignment structure; lack of unity in thought	No evident structure; repetitive ideas; impossible to follow
Central message	Exceptional use of information/details/research/examples that support the central idea and main points	Some clarifying information/details/research/examples which support the central idea and main points	Lacks information/details/research/examples to support central ideas and main points	No details provided; information/details/research/examples fail to support the central idea and main points
Written, visual, and/or oral communication skills	Information is conveyed in a clear, appropriate, logical, and easy-to-follow manner. Correct diction, grammar, and format are used throughout	Information is conveyed in a clear, appropriate manner, Diction, grammar, and format are mostly correct	Information is conveyed in a manner that is somewhat unclear and difficult to follow. Diction, grammar, and format are often incorrect and/or inconsistent	Information is conveyed in an unclear, inappropriate manner that is difficult to follow. Diction, grammar, and format are overall incorrect
Quality of sources	Appropriate, credible sources of information are used. Sources are correctly cited	Appropriate sources of information are used. Sources are correctly cited	Most informational sources are not appropriate or reliable. Sources are partially or incorrectly cited	Informational sources may not have been used or may be inappropriate. Sources are incorrectly cited or not cited at all