

Project One Rubric

	Low			High	
	1	2	3	4	5
1. Aim, Audience, and Purpose					
includes:					
• your thesis					
• consideration of audience					
○ summary/background of work					
○ “so what?” factor – why should your reader care?					
• completion of assignment requirements					
○ proper page length					
○ proper MLA citations, formatting, and Works Cited page					
• aim and purpose					
2. Rhetorical Analysis of Text					
includes:					
• identification of work’s thesis					
• identification of rhetorical techniques in work					
• analysis of those rhetorical techniques and how they support the work’s thesis					
• effective evidence and support for your own argument					
• complexity and critical thought					
• development of ideas					
3. Organization					
includes:					
• introduction and conclusion					
• paragraph development					
• paragraph organization					
• transitions					
4. Expression					
includes:					
• writing clarity					
• sentence structure and variety					
• word choice					
• spelling, punctuation, grammar					

Final Letter Grade:

18-20	A
17	A-
16	B+
14-15	B
13	B-
12	C+
10-11	C
9	C-
5-8	D
1-4	F