

WRITTEN AND VISUAL COMMUNICATION RUBRIC



This rubric was developed by an interdisciplinary team of faculty representing colleges at Stephen F. Austin State University (SFA) through a process that examined and modified the AACU Written Communication Value Rubric to meet the needs of SFA's core curriculum assessment. The rubric articulates fundamental criteria for each learning outcome, with performance descriptors demonstrating progressively more sophisticated levels of attainment. The rubric is intended for institutional-level use in evaluating and discussing student learning, not for grading. The SFA team agrees with the utility of the AACU VALUE rubric, which "is to position learning at all undergraduate levels within a basic framework of expectations such that evidence of learning can be shared nationally through a common dialog and understanding of student success."

Definition

Written communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, and mixing texts, data, and images. Written communication abilities develop through iterative experiences across the curriculum.

Visual communication is a prepared, purposeful presentation and delivery of supporting visual aids, typically relative to the written communication and intended to benefit or amplify an audience's understanding of a central message or purpose. Thus, visual communication is facilitated through such media as charts, tables, graphs, among others available and appropriate to specific disciplines and classroom experiences.

Framing Language

This writing rubric is designed for use in a wide variety of educational institutions. The most clear finding to emerge from decades of research on writing assessment is that the best writing assessments are locally determined and sensitive to local context and mission. Users of this rubric should, in the end, consider making adaptations and additions that clearly link the language of the rubric to individual campus contexts.

This rubric focuses assessment on how specific written work samples or collections of work respond to specific contexts. The central question guiding the rubric is "How well does writing respond to the needs of audience(s) for the work?" In focusing on this question the rubric does not attend to other aspects of writing that are equally important: issues of writing process, writing strategies, writers' fluency with different modes of textual production or publication, or writer's growing engagement with writing and disciplinarity through the process of writing.

Evaluators using this rubric must have information about the assignments or purposes for writing guiding writers' work. Also recommended is including reflective work samples or collections of work that address such questions as: What decisions did the writer make about audience, purpose, and genre as s/he compiled the work in the portfolio? How are those choices evident in the writing -- in the content, organization and structure, reasoning, evidence, mechanical and surface conventions, and citational systems used in the writing? This will enable evaluators to have a clear sense of how writers understand the assignments and take it into consideration as they evaluate

The first section of this rubric addresses the context and purpose for writing. A work sample or collections of work can convey the context and purpose for the writing tasks it showcases by including the writing assignments associated with work samples. But writers may also convey the context and purpose for their writing within the texts. It is important for faculty and institutions to include directions for students about how they should represent their writing contexts and purposes.

Faculty interested in the research on writing assessment that has guided our work here can consult the National Council of Teachers of English/Council of Writing Program Administrators' White Paper on Writing Assessment (2008; www.wpacouncil.org/whitepaper) and the Conference on College Composition and Communication's Writing Assessment: A Position Statement (2008; www.ncte.org/cccc/resources/positions/123784.htm).

Glossary

The definitions that follow were developed to clarify terms and concepts used in this rubric only.

- **Content Development:** The ways in which the text explores and represents its topic in relation to its audience and purpose.
- **Context of and purpose for writing:** The context of writing is the situation surrounding a text: who is reading it? who is writing it? Under what circumstances will the text be shared or circulated? What social or political factors might affect how the text is composed or interpreted? The purpose for writing is the writer's intended effect on an audience. Writers might want to persuade or inform; they might want to report or summarize information; they might want to work through complexity or confusion; they might want to argue with other writers, or connect with other writers; they might want to convey urgency or amuse; they might write for themselves or for an assignment or to remember.
- **Disciplinary conventions:** Formal and informal rules that constitute what is seen generally as appropriate within different academic fields, e.g. introductory strategies, use of passive voice or first person point of view, expectations for thesis or hypothesis, expectations for kinds of evidence and support that are appropriate to the task at hand, use of primary and secondary sources to provide evidence and support arguments and to document critical perspectives on the topic. Writers will incorporate sources according to disciplinary and genre conventions, according to the writer's purpose for the text. Through increasingly sophisticated use of sources, writers develop an ability to differentiate between their own ideas and the ideas of others, credit and build upon work already accomplished in the field or issue they are addressing, and provide meaningful examples to readers.
- **Evidence:** Source material that is used to extend, in purposeful ways, writers' ideas in a text.
- **Genre conventions:** Formal and informal rules for particular kinds of texts and/or media that guide formatting, organization, and stylistic choices, e.g. lab reports, academic papers, poetry, webpages, or personal essays.
- **Sources:** Texts (written, oral, behavioral, visual, or other) that writers draw on as they work for a variety of purposes--to extend, argue with, develop, define, or shape their ideas, for example.

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	Capstone 4	Accomplished 3	Developing 2	Beginning 1	Unacceptable 0
Audience, Context, and Purpose	Demonstrates a thorough understanding of context, audience, and purpose that is wholly responsive to the assigned task(s) and applied consistently through all elements of the work.	Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s).	Demonstrates some attention to context, audience, purpose, and to the assigned task(s).	Demonstrates minimal attention to context, audience, purpose, and to the assigned task(s).	Fails to meet minimum criteria in addressing the audience, context, and purpose for writing.
Content Development	Uses appropriate, relevant, and compelling content and ideas that illustrate the writer's command and deep understanding of the subject, skillfully shaping the whole work.	Uses appropriate, relevant, and compelling content to accurately explore ideas within the subject and shape the whole work.	Uses appropriate and relevant content to develop and accurately explore ideas through most of the work.	Uses appropriate and relevant content to accurately develop simple ideas in some parts of the work.	Fails to meet minimum criteria in addressing content development.
Sources and Evidence	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the assignment.	Demonstrates consistent use of credible, relevant sources to support ideas that are appropriate for the assignment.	Demonstrates an attempt to use credible and relevant sources to support ideas that are appropriate for the assignment.	Demonstrates an attempt to use sources to support ideas in the assignment.	Fails to meet minimum criteria in demonstrating the use of sources to support ideas in the assignment.
Organization And Presentation	Demonstrates consistent, skillful, and thoroughly detailed attention to organization, presentation, and stylistic choices as appropriate to the assignment.	Demonstrates consistent and skillful organization and presentation as appropriate to the assignment.	Follows expectations for a consistent system of basic organization and presentation as appropriate to the assignment.	Attempts to use a consistent system for basic organization and presentation as appropriate to the assignment.	Fails to meet minimum criteria in organization and presentation.
Control of Syntax and Mechanics	Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is nearly error-free.	Uses straightforward language that conveys meaning to readers with clarity. The language in the work has few errors.	Uses language that generally conveys meaning to readers, although writing may include some errors.	Uses language that sometimes impedes meaning because of errors in usage.	Fails to use language that demonstrates control of syntax and mechanics.
Visual Aids	Visual aids effectively support the communication of purposes and ideas; aids are integrated into the presentation seamlessly, thus fostering a full understanding of the message's content.	Visual aids generally support the communication of the student's ideas and purposes; the aids effectively amplify or resonate the presentation of ideas and foster a good understanding of the message's content.	Visual aids support the communication of the student's ideas and purposes but are only partially useful or informative.	Visual aids do not particularly support the communication of the student's ideas and purpose; they are insufficient to be of much use as they do little to elevate understanding.	Visual aids are virtually non-existent, serve no purpose, or are not credible