

Profile Project: Grading Rubric

Name _____

Evaluation Criteria				
1	The profile constructs a dominant impression. The work has a clear subject and constructs a coherent comment about that subject.	1	2	3
	In a sentence, what comment does your work make about your subject?			
2	The profile addresses the intended audience.	1	2	3
	Demonstrate how your work targets its audience. What language do you use? What assumptions have you made about what your audience does and does not know?			
3	The structure of your profile is clear and contributes to the overall purpose.	1	2	3
	What is the structure of your work? Through what topics does it progress?			
4	The profile effectively incorporates research, including at least one interview.	1	2	3
	What research does your work incorporate? How is it used in your profile?			
5	The grammar, mechanics, and tone are appropriate to the rhetorical situation. If “informal” language, “slang” terms, and unusual spellings are used, it is because they are appropriate to the audience and the context.	1	2	3
	Are there places where your work does not follow Edited American English? Where are they, and why are they effective rhetorical choices?			

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6	The attached Publication Venue information provides a clear analysis of the conventions, readership, etc. of your chosen format.	1	2	3	4	5
Point Total: /20						