

DOMAIN	POINTS EARNED					WGT	TOTAL
<p>CONTENT</p> <p>The action plan addresses all project guidelines and provides effective and comprehensive development of the question (What would Machiavelli do?) by using clear and convincing reasoning, text-based evidence, and analysis; the development is consistently appropriate to the task, purpose, and audience.</p> <ul style="list-style-type: none"> <input type="checkbox"/> The pamphlet cites strong and thorough textual evidence to support claims. <input type="checkbox"/> Ideas are fully and clearly developed through text and imagery. <input type="checkbox"/> Student effectively explains how evidence proves the assertion. <input type="checkbox"/> Writing reflects a critical, analytical understanding of the text. 	10	9	8	7	6	x 1	
<p>ORGANIZATION</p> <p>The pamphlet introduction demonstrates a well-executed progression of ideas, making it easy to see why the client should hire him or her. The introduction establishes the writer's ethos or credibility by</p> <ul style="list-style-type: none"> <input type="checkbox"/> Providing personal credentials <input type="checkbox"/> Explaining past experience <input type="checkbox"/> Acknowledging the client's dilemma <input type="checkbox"/> Offering a solution 	10	9	8	7	6	x 1	
<p>STYLE</p> <p>The student developed a persona that fulfills all project guidelines.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Name establishes a clear persona <input type="checkbox"/> Company name develops persona and reflects the company's mission <input type="checkbox"/> Logo contributes to individual persona and symbolically represents company's mission <input type="checkbox"/> E-mail address develops company image/credibility 	10	9	8	7	6	X ½	
<p>CONVENTIONS</p> <p>The pamphlet demonstrates command of standard English conventions consistent with effectively edited writing. Though there may be a few minor errors in grammar and usage, meaning is clear throughout the response.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Text contains few spelling, punctuation, and grammatical errors. <input type="checkbox"/> Lead-ins, quotations, and citations fulfill all MLA formatting criteria. 	10	9	8	7	6	x ½	

DOMAIN SCORE KEY

10 = SUPERIOR. The project goes above and beyond, demonstrating mastery of all skills outlined in the domain.

9 = EFFECTIVE. The project is strong, demonstrating strong control of almost all skills outlined in the domain.

8 = GOOD. The project is solid, demonstrating adequate control of most skills outlined in the domain.

7 = LIMITED. The project offers a mixture of strong and weak skills, demonstrating limited control of some skills outlined in the domain.

6 = INADEQUATE. The project is weak, demonstrating poor control of most skills outlined in the domain.