

UK Core Composition and Communication Rubric

UK Core Learning Outcome 2: *Students will demonstrate competent written, oral, and visual communication skills both as producers and consumers of information.*

Outcomes and Assessment Framework: Students will demonstrate the ability to construct intelligible messages using sound evidence and reasoning that are appropriate for different rhetorical situations (audiences and purposes) and deliver those messages effectively in written, oral, and visual form. Students will also demonstrate the ability to competently critique (analyze, interpret, and evaluate) written, oral, and visual messages conveyed in a variety of communication contexts.

	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
Student will demonstrate the ability to construct intelligible messages	Message is intelligible.	Message is intelligible the majority of the time but may have several exceptions.	Message is only somewhat intelligible.
Student will demonstrate the ability to construct messages with sound evidence	Message is supported with appropriate evidence (support) with sources that are clearly identified in a systematic manner as necessary.	Appropriate evidence (support) is used and identified (as necessary) the majority of the time but identification of sources may be flawed.	Appropriate evidence (support) is used and identified (as necessary) sporadically; identification of sources is flawed.
Student will demonstrate the ability to construct messages with sound reasoning	Message is grounded in a logical organization overall and within specific components of the message.	Message is supported by reasoning the majority of the time with an overall logical organization but may have some gaps in reasoning and/or organization	Message intermittently follows an organization that represents basic reasoning.
Student will demonstrate the ability to construct messages that are appropriate for a specified audience	Message is tailored to the specified audience.	Message is tailored to the specified audience the majority of the time but does include components (e.g., language, level of formality) that do not fit the audience.	Message is somewhat tailored to specified audience the majority of the time.
Student will demonstrate the ability to construct messages that are appropriate for a specified purpose	Message is appropriate for the specified purpose in terms of breadth and depth.	Message is tailored to the specific purpose in terms of breadth and depth the majority of the time.	Message is somewhat tailored to the specific purpose in terms of breadth and depth.
Student will demonstrate the ability to construct a message effectively for the selected form (written, oral, and/or visual)	Message is adapted effectively to the selected form representing an understanding of the opportunities and constraints of the medium.	Message is mostly adapted to the selected form representing a general understanding of the opportunities and constraints of the medium that has some limitations.	Message is somewhat appropriate for the medium.