

Writing Assessment and Evaluation Rubrics

Name Class Date

Average Writing Model

Writing Process in Action: Expository Writing (Unit 5, pages 252–255)

Assignment: Write a two-page essay explaining to a corporate board of directors how a piece of high-tech equipment would benefit your school.

On-Campus Movie Studios

Sullivan High needs equipment to help us make digital movies for our interactive educational Website. The needed equipment includes a high-end portable computer, film-editing software, and a camcorder.

Right now, Sullivans Website can only publish print documents and still photos. It would help a lot if we could publish student videos. There are many demonstrations and activities at Sullivan that would make good films. These days, people would rather see films and videos about this stuff than read a newspaper article about what's going on, especially for certain kinds of activities.

The computer has to be a power portable. It should be a multimedia model with a speed of at least 500 MHz. It should also have up to 256MB RAM and up to 18.1 GB hard drives because it will need to store tons of files and applications. And the computer must have a port for digital video editing and data transfer. This lets users plug in a camcorder. We could go anywhere with this stuff and make films.

Besides the computer, we would need software for editing the digital films. Lastly, we need a camcorder. The whole thing including the computer, software, and camcorder costs about \$3,000.

There are many students at Sullivan who can make excellent digital movies. We already have a place to post them—our Web site. Now we need the equipment to make this dream a reality.

Summary: While this essay does a good job of explaining what equipment is needed, it does not sufficiently elaborate upon the equipment's uses and the benefits to the school. In addition, in some places the vocabulary is too informal for a corporate audience. The essay could be improved if the information included in the conclusion—that the school has a Web site that could be used to post videos—was introduced earlier and discussed in more detail.

This essay would probably receive a 2 if evaluated by the holistic scoring method. It might receive a 79 if evaluated by the analytic scoring method—27 points for Focus/Organization, 24 points for Elaboration/Support/Style, and 28 points for Grammar, Usage, and Mechanics.

Strong thesis states what equipment is needed.

Does not sufficiently analyze benefits of the equipment

Weak transitions interrupt flow of ideas.

Specific details support main idea, but language is too informal for audience.

Lists necessary equipment but does not fully explain use