ePortfolio Rubric – General Communication

	Advanced (4)	**Proficient (3)**	**Developing (2)**	**Beginning (1)**
PSLO1a: Public Speaking *Content & Organization*	Organizational pattern is compelling and moves audience through speech with ease. Introduction draws in the audience and conclusion is satisfying. Main points are smoothly connected with transitions. A variety of credible and appropriate sources used. Supporting materials relate exceptionally to thesis.	Appropriate organizational pattern used and easy to follow with developed introduction and satisfying conclusion. Main points are smoothly connected with transitions. Adequate number of credible and appropriately attributed sources used. Supporting materials relate to thesis.	Organizational structure present but unclear with underdeveloped introduction and conclusion. Transitions are awkward. Some attributed sources used. Supporting materials are somewhat credible and/or don't clearly relate to thesis.	Lacks organizational structure. Introduction and/or conclusion missing. No transitions used. Few or no attributed sources. Supporting materials lack credibility and/or don't relate to thesis.
PSLO1b: Public Speaking *Language & Style*	Language, grammar, pronunciation, and articulation are appropriate to the designed audience. Thorough understanding of audience regarding topic and purpose. Clear enthusiasm and passion for topic. Speech given within time constraints.	Language, grammar, pronunciation, and articulation that are generally adequate. Competent understanding of audience regarding topic and purpose. Enthusiasm and passion for topic. Speech given within time constraints.	Language, grammar, pronunciation, and articulation are at times appropriate to the audience. Some understanding of audience regarding topic or purpose of speech. Some enthusiasm and passion for topic. Some regard for time constraints.	Language, grammar, pronunciation, and articulation are inappropriate to the designed audience. No understanding of audience regarding topic or purpose of speech. Little enthusiasm and passion for topic. No regard for time constraints.
PSLO1c: Public Speaking *Presentation*	Effective use of gestures, eye contact, and voice to add interest to the speech. Poised with use of notes for reference only. Well-designed and documented visuals that clarify speech, create interest, and hold attention of the audience. Visuals are effectively integrated into speech.	Adequate use of gestures, eye contact, and voice. Poised with minor reliance on notes. Well-designed and documented visuals that clarify speech and create interest. Visuals do not interfere with delivery.	Some gestures and eye contact. Ineffective use of voice. Little poise. Heavy reliance on notes. Visuals present, but simply designed with limited use of documentation. Visuals are referred to but do not create interest. Visuals may interfere with delivery.	No gestures or eye contact. Monotone voice or insufficient volume. Little poise. Reading of notes only. No visuals or poorly-designed and documented visuals that distract from speech or do not create interest. Limited reference to visuals and poor integration.
PSLO 2a: Writing *Content & Organization*	Writing demonstrates organization that is logical and quickly apparent. Connections among paragraphs are clearly articulated. Transitions between paragraphs are smooth.	Writing demonstrates organization that is logical. Connections among paragraphs are clear, and transitions between paragraphs are	Writing demonstrates organization that follows a logical flow, but transitions between paragraphs are not consistently smooth. Every	Writing demonstrates organization that does not follow a logical flow. Not all parts of the paper fit the organizational structure. Not all the parts of the paper are effectively

	Every paragraph makes one distinct and coherent point; the parts of each paragraph connect logically and persuasively, and internal transitions are smooth.	smooth. Every paragraph makes one distinct and coherent point; the parts of each paragraph connect logically and persuasively, and internal transitions are generally smooth.	paragraph makes one distinct and coherent point and, for the most part, the parts of each paragraph connect logically and effectively.	integrated. In a number of paragraphs, the parts do not connect logically.
PSLO 2b: Writing *Language & Style*	Writing is clear and unambiguous. Sentence structure is consistently clear and lucid. The writer clearly understands and consistently uses APA style, appropriately throughout the text. There are virtually no spelling or grammatical errors.	Writing is generally clear and unambiguous. Sentence structure is mostly clear. The writer has generally provided accurate citations and support with a few errors. There are very few spelling or grammatical errors.	Writing is often unclear and ambiguous. Sentence structure is often confusing. Sources are not always identified or are inaccurately cited. The writer demonstrates a minimal awareness of how one should use APA style to credit sources. There are several spelling or grammatical errors.	Writing is imprecise or ambiguous. Sentence structure is consistently confusing. Writing is unacceptably sloppy. The writer fails to document sources and provides little awareness of APA style for doing so.
PSLO 2c: Writing *Voice & Style*	The writer sustains an appropriate and interesting voice. The writing is complex and nuanced, and handled with sophistication throughout.	The writer sustains an appropriate voice and is occasionally interesting. The writing is handled with clarity and purpose, and occasional sophistication.	The writer's voice is occasionally inappropriate or lacking confidence. The writing is handled without sophistication.	The writer is unable to sustain an appropriate voice. The writing may be potentially interesting but is handled without clarity or purpose.
PSLO 3: Theory Application	Understanding of communication theories is thorough and nuanced. Application is focused, clear, relevant, and complex.	Understanding of communication theories is generally accurate. Application is mostly clear and relevant.	Understanding of communication theories is fair. Application is mostly unfocused and lacking depth.	Understanding of communication theories is limited. Application is unclear, inaccurate, or absent.

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PSLO 4: Quantitative Methodology	Develops an interesting and unique research question/problem. Conducts a strong review of past research. Summarizes and shows insightful synthesis of the literature. Selects appropriate methodology and statistical tools to address research question/problem. Collects, analyzes and interprets data accurately and clearly.	Develops an interesting research question/ problem. Conducts a good review of past research. Summarizes the literature adequately. Selects appropriate methodology and statistical tools to address research question/problem. Collects, analyzes and interprets data accurately and clearly, for the most part, with few errors.	Develops a decent research question/ problem. Conducts a fair literature review that may provide an incomplete summary of past findings. Makes some good methodological and statistical choices to address research question/problem. Data collection, analysis and interpretation show a great deal of errors.	Research question/problem is impossible to identify. Conducts a poor literature review that inadequately summarizes past findings. Selects inappropriate methodology and/or statistical tools to address research question/ problem. Collects, analyzes and interprets data inaccurately and unclearly, or fails to do so altogether.