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|  | **4. Exemplary** | 1. **Accomplished** | 1. **Competent** | 1. **Beginning** | 1. **Deficient** |
| **Focus** *(Integrated Communication)* | Fulfills the assignment(s) by choosing a format, language, and other visual representation **in ways that deepen meaning,** making clear the interdependence of language and meaning,  thought, and expression **to create a coherent,**  **comprehensive, captivating message.** | Fulfills the assignment(s) by choosing a format, language, and other visual representation **to explicitly enhance and connect content and form,** demonstrating  awareness of purpose and audience **to establish a coherent**  **message.** | Fulfills the assignment(s) by choosing a format, language, and other visual representation that **connects in a basic way** what is being communicated (content) with how it is said (form) **to develop a clearly distinct message.** | Fulfills the  assignment(s) (i.e. to produce an essay, a poster, a video, a PowerPoint presentation, etc.) **that supports the general purpose in an**  **appropriate**  **form.** | Fulfills assignment without integrated communication. |
| **Organization & Development** *(Sources & Evidences)* | Develops ideas that are appropriate for the discipline and genre of the writing. | Supports ideas that are well-situated within the discipline and genre of the writing. | Supports ideas that are appropriate for the discipline and genre of the writing. | Supports ideas in the writing. | Neglects to support ideas. |
| **Style & Sentence Structure (or use of Media/ Materials)** *(Delivery)* | Polished and confident speaker; delivery techniques (posture, gesture, eye contact, **professionalism,** and vocal expressiveness) make the presentation compelling. | Comfortable speaker: delivery techniques (posture, gesture, eye contact, **professional attire,** and vocal expressiveness) make the presentation interesting. | Tentative, timid speaker; delivery techniques (posture, gesture, eye contact, **casual attire,** and vocal expressiveness) make the presentation understandable. | Uncomfortable, anxious speaker; delivery techniques (posture, gesture, eye contact, **appearance,** and vocal expressiveness) detract from the understanding the presentation. | Gawky and fidgety speaker; amateurish delivery techniques detract from attending to the presentation. |
| **Grammar & Mechanics (or Gestures, Voice, Audience Interaction)** *(Control of Syntax)* | Uses **sophisticated** language that skillfully communicates meaning to audience with clarity and fluency and is virtually error-free. | Uses straightforward language that generally conveys meaning to audience. | Uses language that generally conveys meaning to audience with clarity, although  delivery may include some errors. | Uses language that sometimes impedes meaning because of errors in usage. | Uses language that is hard to understand. comprehend, or grasp. |
| **Research** *(Sources & Evidences)* | Demonstrates skillful use of high-quality, specific, credible, relevant sources to develop ideas that are appropriate for the discipline **with**  **accompanying discipline specific citations.** | Demonstrates consistent use of  credible, relevant sources to support ideas that are situated within the discipline **with**  **accompanying discipline specific citations.** | Demonstrates an attempt to use credible and/ or relevant sources to support ideas that are appropriate for the discipline **with specific citations.** | Demonstrates an attempt to use sources to support ideas in the writing. **Some sources are identified through citations.** | Uses some sources, though they are not cited. |