Clarity and Communication of Ideas

Draft Rubric  
WAC Program, October 2025

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|  | Highly Proficient | Proficient | Partially Proficient | Minimally Proficient |
| Audience, Tone, Point of View | Demonstrates clear and consistent awareness of audience needs; tone and point-of-view entirely appropriate to assignment | Mostly demonstrates clear awareness of audience needs; tone and point-of-view mostly appropriate to assignment | Demonstrates inconsistent awareness of audience needs; tone and point-of-view entirely appropriate to assignment | Seldom demonstrates awareness of audience needs; tone and point-of-view rarely appropriate to assignment |
| Word Usage and Sentence Construction | Consistently demonstrates and sophisticated word usage and sentence construction | Demonstrates competent word usage and sentence construction | Inconsistently demonstrates competent word usage and sentence construction | Seldom or never demonstrates appropriate word usage. Sentence construction is basic. |

Adapted from St. Mary’s College, School of Extended Education, Melanie Booth, Learning Resource Program