

Assignment #2: Rhetorical Analysis of a Visual	Excellent (Writer responds thoughtfully and creatively)	Good (Writer responds fully)	Fair (Writer responds mostly competently)	Needs Work (Writer responds incompletely)
Context	Clear and engaging articulation of context and purpose in the introduction	Adequate articulation of context and purpose in the introduction	Somewhat inadequate articulation of context and purpose in the introduction	Inadequate articulation of context and purpose in the introduction
	<ul style="list-style-type: none"> - Writer introduces author, date, title, and audience in engaging/innovative way - Thesis is clear, sophisticated, and/or original - Introduction skillfully forecasts main points of essay 	<ul style="list-style-type: none"> - Writer introduces author, date, title, and audience - Thesis is clear - Introduction clearly forecasts main points of essay 	<ul style="list-style-type: none"> - Writer does not introduce one or two of the following: author, date, title, and/or audience - Thesis is unclear/confusing, but the argument is apparent - Introduction does not clearly forecast main points of essay 	<ul style="list-style-type: none"> - Writer does not introduce author, date, title, and/or audience - Thesis is unclear/confusing, and the argument is unclear - Introduction does not forecast main points of essay
Substance	Content is well selected and developed; focus is clear and audience's needs are accounted for:	Content is mostly well selected and developed; focus is mostly clear and audience's needs are mostly accounted for:	Content is somewhat poorly selected and developed; focus is somewhat unclear and audience needs are not well accounted for:	Content is poorly selected and developed; focus is unclear and audience needs are not accounted for:
	<ul style="list-style-type: none"> - Essay analyzes visual using two or three strategies that go beyond ethos, pathos, and logos - Writer insightfully mentions design principles, such as layout, color, interactivity - Uses well-selected quotations and paraphrases - Writer describes the content of the visual and addresses the visual's intent in original way - Writer offers insightful analysis of persuasive strategies used in text - Writer anticipates audience needs and expectations 	<ul style="list-style-type: none"> - Essay analyzes visual using two or three strategies - Writer mentions design principles - Uses somewhat well-selected quotations and paraphrases - Writer describes the content of the visual and addresses the intent of visual - Writer offers analysis of text of persuasive strategies used in text - Writer mostly anticipates audience needs and expectations 	<ul style="list-style-type: none"> - Essay analyzes visual using too many strategies - Writer mentions less relevant design principles - Uses some quotations and paraphrases, but also includes vague or general references to the visual - Writer somewhat describes the content of the visual and addresses the visual's intent in a vague way - Writer offers analysis of some irrelevant persuasive strategies in the text - Writer does not consistently anticipate audience needs and expectations 	<ul style="list-style-type: none"> - Essay analyzes visual using too many strategies - Writer does not mention design principles - Uses few or no quotations and paraphrases, and many vague or general references to the visual - Writer describes some of the visual's content and does not address visual's intent - Writer focuses on summarizing the visual rather than analyzing OR writer offers analysis of irrelevant persuasive strategies - Writer does not anticipate audience needs and expectations
Organization	Organization is audience-oriented, appropriate to topic and emphasis, and is somewhat original; shows attention to audience needs:	Organization is mostly audience-oriented, appropriate to topic and emphasis, and conventional; shows some attention to audience needs:	Organization of paper is more writer-oriented, creating difficulty for the audience:	Organization is writer-oriented, which impedes the audience's movement through the paper:
	<ul style="list-style-type: none"> - Writer uses innovative and sophisticated topic sentences and transitions - Paragraphs focus on one idea each - Writer creates engaging and clear conclusion that wraps up main points - Audience has no trouble following the writer's argument 	<ul style="list-style-type: none"> - Writer uses clear topic sentences and transitions - Paragraphs mostly focus on one idea each - Writer creates clear conclusion that wraps up main points - Audience has very little trouble following the writer's argument 	<ul style="list-style-type: none"> - Writer uses somewhat weak topic sentences and transitions - Paragraphs sometimes focus on one idea each - Writer creates somewhat clear conclusion - Audience has some little trouble following the writer's argument 	<ul style="list-style-type: none"> - Writer omits topic sentences and transitions - Paragraphs focus on multiple ideas each - Writer creates indistinct conclusion - Audience has considerable trouble following the writer's argument
Style	Style is particularly well suited for topic and audience:	Style is conventional:	Style interferes with clarity in some places:	Style significantly detracts from clarity:
	<ul style="list-style-type: none"> - Writing is clear, fluid, and mature. - Precise, vivid and appropriate word choice. - Sentences varied; subordination and coordination used effectively. - Assignment is free from sentence-level and word-level errors and follows Dos & Don'ts. 	<ul style="list-style-type: none"> - Writing is understandable and competent - Mostly precise and vivid word choice. - Mostly varied sentence structures; mostly well used subordination and coordination - Assignment has a few sentence- and/or word-level errors / Dos & Don'ts errors. 	<ul style="list-style-type: none"> - Writing is vague and disjointed. - Some sentences are structurally varied with some vivid word choice. - Assignment has several sentence-level and/or word-level errors / Dos & Don'ts errors. 	<ul style="list-style-type: none"> - Writing is confusing with conventional word choice. - Sentences are structured similarly and/or are simple sentences. - Sentence-level and/or word-level errors impede reader's understanding.
Delivery & Document Formatting	Innovative accommodation of conventions; audience expectations are carefully accounted for:	Adequate accommodation of conventions; audience expectations and processing are mostly accounted for:	Some problems with audience first impressions; inadequate proofreading interferes in places with audience processing:	Delivery choices distract from paper and interfere with audience expectations and processing:
	<ul style="list-style-type: none"> - Paper is formatted correctly following MLA style. - Visual is placed correctly into text and has appropriate captioning and in-text reference - In-text and end-of-text citations follow correct MLA style. 	<ul style="list-style-type: none"> - Paper is mostly formatted correctly following MLA style. - Visual is placed mostly correctly into text has captioning or an in-text reference. - In-text and end-of-text citations mostly follow correct MLA style. 	<ul style="list-style-type: none"> - Paper is formatted somewhat incorrectly following MLA style. - Visual is placed somewhat incorrectly and lacks captioning or an in-text reference - In-text and end-of-text citations only somewhat follow correct MLA style. 	<ul style="list-style-type: none"> - Paper is formatted incorrectly following MLA style. - Visual is missing - In-text and end-of-text citations may be entirely missing.