

**Michelle Ramthun**  
**Iowa Central Community College**

## Profile and Newsletter Rubric

The following criteria determine the essay grade. Not all criteria have equal weight in the grade. For example, numerous grammar errors or failure to participate in the interview process yourself negatively affect the grade even if other criteria are perfect.

Criteria	Excellent	Good	Average	Needs work
Participation in assigned topic	-----	-----	-----	-----
Interview content and quotes	-----	-----	-----	-----
Observation content, details	-----	-----	-----	-----
Reader/writer/purpose	-----	-----	-----	-----
Organization	-----	-----	-----	-----
Paragraphing, transitions	-----	-----	-----	-----
Grammar/punctuation/spelling	-----	-----	-----	-----
Use of visuals in newsletter	-----	-----	-----	-----
Other	-----	-----	-----	-----

### Explanation of Criteria:

Focus on assigned topic: conducted interview and observation as assigned

Interview content and quotes: give clear sense of person and place through quotes and facts

Observation content, details: give clear sense of person and place through observed details

Reader, writer, and purpose: demonstration of relationship between you as writer, intended reading audience, and purpose of essay

Organization: strong introduction, well planned essay body, solid conclusion

Paragraphing, transitions: well-structured paragraphs and smooth transitions between ideas

Grammar, punctuation, and spelling: lack of or frequency of errors, meets course standard

Use of visuals in newsletter: used elements of good design as covered in class

Other: anything unexpected, whether good 😊 or not so good 😞

**Grading Scale:**                      **Grade and comments:**

90–100 points = A

80–89 points = B

70–79 points = C

60–69 points = D

0–59 points = F

Visual Presentation in Class

Presentation points: \_\_\_\_\_

Criteria	Excellent	Good	Average	Needs work
Use of visuals—fonts, pictures	-----	-----	-----	-----
Explanation of how essay and newsletter met criteria	-----	-----	-----	-----
Long enough to cover content	-----	-----	-----	-----