

## Communication Rubric with Visual Communication

Criteria	Capstone 4	Milestone 3	Milestone 2	Benchmark 1
<b>Context and Purpose</b>	Demonstrates a thorough understanding of context, audience, and purpose and a clear focus on the assigned task.	Demonstrates adequate consideration of context, audience, and purpose and is responsive to the assigned task.	Demonstrates awareness of context, audience, and purpose and to the assigned task.	Demonstrates minimal attention to context, audience, purpose, and to assigned task.
<b>Organization and Structure</b>	Demonstrates detailed attention to successful organization, content presentation, formatting, and stylistic choices.	Demonstrates consistent use of organization, content presentation, formatting, and stylistic choices.	Follows expectations for basic organization, content presentation, formatting, and stylistic choices.	Attempts to use a consistent system for basic organization and presentation.
<b>Content Development</b>	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.	Uses appropriate and relevant content to develop and explore ideas through most of the work.	Uses appropriate and relevant content to develop simple ideas in some part of the work.
<b>Representation</b> (Ability to denote relevant information in various mathematical forms (e.g., equations, graphs, diagrams, tables, words) to illustrate conceptual understanding or to develop mathematical ideas.)	Skillfully denotes relevant information in various mathematical forms in an insightful mathematical portrayal and in a manner that contributes to further or deeper understanding or development of mathematical concepts.	Competently denotes relevant information in various mathematical forms in an appropriate and consistent mathematical portrayal.	Denotes relevant information in various mathematical forms, but resulting mathematical portrayal is only partially appropriate or partially consistent.	Demonstrates a basic attempt to denote information in various mathematical forms, but resulting mathematical portrayal is inappropriate or inconsistent.
<b>Control of Syntax and Mechanics</b>	Uses effective, virtually error-free, language that skillfully communicates meaning to readers with clarity and fluency.	Uses straightforward language with minimal errors to convey clear meaning to readers.	Uses language that conveys general meaning to readers although the language may contain some errors.	Uses language that sometimes impedes meaning because of errors in usage.

Adapted for the University of Texas at Arlington  
from AAC&U's Written Communication VALUE Rubric  
Revised to include Representation  
*Last Revised 12/10/2014*