

Tutorial Writing Rubric

Score		
0	Fails	<p>No organization Educational or technical jargon Misspelled words...Incorrect grammar Ignores conventions, i.e., E-mail, e-Mail, eMail, etc. Offers only headings or headlines and brief text Uses squiggly, crawly, squirmy items of any kind</p>
1	Fails	<p>Clumsy organization Big gaps and holes in organization Misspelled words or grammatical errors Only partly follows conventions Writes only notes or brief phrases Confused and doesn't communicate basic thoughts Proud use of lots of big (not optimized) pictures</p>
2	Doesn't Fail/ Doesn't Win	<p>Some information flow, but lots of gaps The writing is well organized Spelling and Grammar correct Follows more than 90% of conventions Format-controlled (optimized) pictures distract learners from message Starts to connect with learners</p>
3	Wins	<p>Transitions build from sentence to sentence, not just paragraphs Sidebars and pullouts lead the user toward deeper learning Relentless consistency Spelling and grammar are 100% accurate Learners understand what the author is saying, and the learners like the author Descriptions are elaborated using learner-centric language No picture exists without adding to the writing Pictures kept under control, standard size formats, warnings for long download times (more than 20 seconds)</p>
4	Wins	<p>All of Number 3, plus... Learners form rapport, are entrained by the author The writing is easy and fun to read Descriptions are specific and learner-centric, learner identifies with them Dynamic word choice uses active verbs (i.e., limited use of the verb "To be", adverbs eliminated)</p>