

Appendix 12.4. 3-2-1 Column Approach Final Essay Rubric

Final drafts will be graded on the following elements:

	Little Success	Approaching Expectations	Meets Expectations	Exceeds Expectations
Balanced Perspective	One perspective (or more) is missing; sources, if included, provide little relevant information; photo has little connection to topic, or is missing.	Perspectives may lack balance, or one may be missing; sources provide some information but may be missing a critical piece; photo connects to topic tangentially.	Perspectives generally balanced according to expectations; sources provide background, though extraneous details may be included; photo connects to topic.	Perspectives are balanced according to expectations; sources provide necessary background; photo illuminates topic.
Topic Coverage	Missing several required elements; important aspects of topic are missing and/or lack significant detail.	Includes most required elements; many aspects of topic are addressed, though some may lack important detail.	Includes all required elements; relevant aspects of topic are addressed, though some may lack detail or descriptions may be wordy.	Includes all required elements; relevant aspects of topic are addressed thoroughly and succinctly.
Organization	Lacks a discernible structure or paragraphs; does not include a lede; missing several 5W+H elements.	Lacks a logical structure or proper paragraphs; lede does not begin article; one or more of the 5W+H elements is missing.	Follows a clear pattern; lede begins article and contains 5W+H, though one element may be missing or poorly developed.	Follows a distinct, logical pattern (i.e., general to specific); lede begins article and contains 5W+H.
Clarity and Style	Writing lacks overall clarity; voice lacks objectivity.	Writing lacks clarity at times; voice may lack objectivity.	Writing is fairly clear; voice is mostly objective, though it may falter at times.	Writing is crisp, clear, and vibrant; voice is authoritative and objective with no wasted words.
English Conventions	English conventions are generally not addressed; numerous errors in mechanics or spelling that impact meaning; no sources are cited properly.	English conventions are minimally addressed; several errors in mechanics or spelling; source citations may be missing or incomplete.	English conventions are generally adhered to accurately; few errors in mechanics or spelling; source citations may include inconspicuous errors.	English conventions are adhered to accurately; no errors in mechanics or spelling; all sources are cited properly.