



INSTRUCTOR INFORMATION

Dr. Tracy Bridgeford

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Summer 2013

T E C H N I C A L C O M M U N I C A T I O N

Summer 2013

Assessment

Superior

This document exceeds the requirements of the "highly acceptable" document in one or more of the following ways:

- Writer demonstrates a superior understanding of the rules for belonging through analysis of audience, purpose, and situation. This understanding may have been accomplished in a creative or original manner, showing that the writer is in control of the subtleties and complexities of how to belong to a community. [audience analysis, purpose, situation]
- Writer displays a greater familiarity of the community's ways of working through language choice, genre conventions, and document design. This may be accomplished in creative or unique ways that do not violate boundaries of community of practice. [tone, style, and form]
- Writer provides a plausible interpretation of the context and creates content from that practice with appropriate and accurate details. This interpretation may be supported with appropriate and accurate details of the values and beliefs associated with the community addressed or represented. [context, situation]
- Writer demonstrates a complex understanding of organizational structures by guiding the reader logically and smoothly through necessary major points and establishing a strong information hierarchy unique to the audience, purpose, and situation. [organization of information and document design]
- Writer demonstrates an understanding of the complexities and subtleties of meaning as negotiated by providing insightful analyses and evaluation. This understanding may have been accomplished through ingenious identification of abstract concepts and a canny attention to the accuracy of details. [accuracy of content and language use]
- Writer demonstrates a complex understanding of reader needs by providing well-designed and usable ingenious visuals to illustrate meaning. This ingenuity used in this context sense may have been accomplished by adding to what the community already knows. [functionality, usability]

Highly Acceptable

This document exceeds the requirements of the "acceptable" document in one or more of the following ways:

- Writer demonstrates a good understanding of the rules for belonging through careful analysis of audience, purpose, and situation. [audience analysis, purpose, situation]
- Writer displays a thorough familiarity with the community's ways of working through mature language choice, genre conventions, and document design. [tone, style, and form]
- Writer provides a comprehensive interpretation of the context and creates adequate content from that practice with some important details. [context, situation]
- Writer demonstrates a good understanding of organizational structures by guiding the reader logically and smoothly through necessary major points and establishing a strong information hierarchy. [organization of information]
- Writer demonstrates a thorough understanding of meaning as negotiated by providing complete and accurate analyses and evaluation. [accuracy of content and language]
- Writer demonstrates a thorough understanding of reader needs by providing well-designed and usable visual elements such as graphs and charts to illustrate meaning. [functionality, usability]

Acceptable

- Writer demonstrates minimal understanding of the rules for belonging through analysis of audience, purpose, and situation. [audience analysis, purpose, situation]
- Writer displays minimal familiarity of the community's ways of working through language choice, genre conventions, and document design. [tone, style, and form]
- Writer provides a competent interpretation of the context and creates minimal content from that practice with some details. [attention to context, situation]



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- Writer demonstrates a competent understanding of organizational structures by guiding the reader through necessary major points and establishing an information hierarchy. [organization of information]
- Writer demonstrates a competent understanding of meaning as negotiated by providing some analyses and evaluation. [accuracy of content and language use]
- Writer demonstrates a competent sense of what the reader needs to understand about technical information by providing a few visual elements such as graphs and charts to illustrate meaning. [functionality, usability]

Less Than Acceptable

The document falls short of the "acceptable" document in one or more of the following ways:

- Writer demonstrates a limited understanding of the rules for belonging through insufficient attention analysis of audience, purpose, and situation. [audience analysis, purpose, situation]
- Writer displays some unfamiliarity of the community's ways of working by using inappropriate or confusing vocabulary and word choice, genre conventions, and document design. [tone, style, and form]
- Writer provides a less than competent interpretation of context by creating content from that practice that lacks essential detail. [context, situation]
- Writer demonstrates a limited understanding of member expectations for performance, challenging rather than guiding reader comprehension through unclear points of reference and a limited information hierarchy. [organization of information]
- Writer provides a less than competent understanding of meaning as negotiated by providing little analyses and evaluation. [accuracy of content and language use]
- Writer demonstrates a less than competent sense of what the reader needs to understand the technical information by providing few visual elements such as graphs and charts. [functionality, usability]

Unacceptable

The document falls short of the "Less than Satisfactory" document in one or more of the following ways:

- Writer demonstrates limited understanding of the rules for belonging through little or no analysis of audience, purpose, and situation. [audience analysis, purpose, situation]
- Writer displays little or no understanding of the community's ways of working by using inappropriate or confusing vocabulary and word choice, genre conventions, and document design. [tone, style, and form]
- Writer provides little or no interpretation of context and creates provides little or no content from that practice. [context, situation]
- Writer demonstrates little or no understanding of what the reader needs to understand the technical information with confusing points of reference and an unclear information hierarchy. [organization of information]
- Writer provides insufficient or trivial details, little or no interpretation, and demonstrates little or no understanding of meaning as negotiated. [accuracy of content and language]
- Writer demonstrates little or no competent sense of what the reader needs to understand the technical information by failing to provide effective visual elements such as graphs and charts. [functionality, usability]