

Practices of Technical Communication

a textbook by Tracy Bridgeford

Assessment Guide

Superior

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

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- ▶ A superior understanding of the rhetorical situation. This understanding is accomplished in a creative or original manner, showing that the writer is in control of the subtleties and complexities of effective documentation.
- ▶ An excellent display of the process of audience analysis demonstrated through language choice, genre conventions, and document design. This process might be demonstrated in creative or unique ways that offer innovative interpretations of the community's enterprise.
- ▶ A superior interpretation of the context and creation of content with appropriate and accurate details. This interpretation is supported with appropriate and accurate details of the values and beliefs associated with the community addressed or represented.
- ▶ A complex understanding of organizational structures guiding the reader logically and smoothly through necessary major points and establishing a strong information hierarchy unique to the audience, purpose, and situation.
- ▶ A superior understanding of language style and structure. This understanding might have been accomplished through inventive reification of abstract concepts and a sustained attention to the accuracy of details.
- ▶ A complex understanding of audience needs provided through well-designed, usable, and creative visuals that illustrate and support meaning. This understanding is accomplished in ways that add value to the community's enterprise.
- ▶ A superior attention to detail through editing and proofreading.

Highly Acceptable

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

- ▶ A good understanding of the rhetorical 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 effective documentation.
- ▶ A good familiarity of the process of audience analysis demonstrated through language choice, genre conventions, and document design. This familiarity might be demonstrated in creative or unique ways that do not violate the boundaries of the community's enterprise.
- ▶ A reasonable interpretation of the context and creation of content from that practice with appropriate and accurate details. This interpretation might be supported with appropriate and accurate details of the values and beliefs associated with the community addressed or represented.
- ▶ A good 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.
- ▶ A good understanding of language style and structure. This understanding might have been accomplished through competent reification of abstract concepts and a noticeable attention to the accuracy of details.
- ▶ A good understanding of reader needs by providing well-designed and usable visuals to illustrate meaning. This understanding might have been accomplished by adding somewhat to what the community already knows, possibly adding value to the community's enterprise.
- ▶ A proficient attention to detail through editing and proofreading.

TECH COMM



4830 | 8836 Fall 2009
W 5:30-8:10 ASH 145

Office Hours

M/W 3:00-5:00
[except 1st Wed/month 12:30-2:30]

All readings can be found on the textbook website (*Practices*). References to a reading are presented according to the link name or chapter title as listed on the website navigation in the right-hand column.

All policies regarding this course are available at www.tracybridgeford.com/practices/tc/

Acceptable

- › An acceptable understanding of the rhetorical situation, showing an unembellished perspective for effective documentation.
- › An adequate familiarity of audience analysis demonstrated through language choice, genre conventions, and document design. This analysis is accomplished in expected and ordinary ways that represent basic knowledge of the boundaries of the community's enterprise, but no innovation beyond mere expectations.
- › A predictable interpretation of the context that merely repeats content from what the community already knows. This interpretation is barely supported with appropriate and accurate details of the values and beliefs associated with the community addressed or represented.
- › A passing understanding of organizational structures by guiding the reader logically and smoothly through anticipated major points and establishing an unsurprising information hierarchy to the audience, purpose, and situation.
- › An average understanding of language style and structure. This understanding might have been accomplished through common reifications of abstract concepts and with some degree of attention to the accuracy of details.
- › An expected understanding of reader needs by providing lackluster visuals to repeat the text. This understanding might have been accomplished by repeating what the community already knows.
- › An impersonal attention to detail through mechanical editing and proofreading.

Less than Acceptable

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

- › An inadequate understanding of the rhetorical situation, showing useless control of the subtleties and complexities of effective documentation.
- › An insufficient attention to audience demonstrated through language choice, genre conventions, and document design. This insufficiency shows an unacceptable level of inaction.
- › An absence of interpretation of the context, showing a lack of understanding of what the community already knows. This interpretation is not supported with appropriate or accurate details of the values and beliefs associated with the community addressed or represented.
- › An incoherent understanding of organizational structures confusing the reader with illogical moves and invalid information hierarchy for the audience, purpose, and situation.
- › An incompetent understanding of language style and structure through vague language usage and scant attention to the accuracy of details.
- › A deficient understanding of reader needs through illogical visuals.
- › A lack of attention to editing and proofreading.

Unacceptable

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

- › An intolerable understanding of the rhetorical situation, showing a lack of control of the subtleties and complexities of effective documentation.
- › A complete lack of attention to audience through language choice, genre conventions, and document design, showing little or no familiarity with the community.
- › An unfitting understanding of the context, barely creating content from what the community already knows. This interpretation has little or no support with inappropriate and inaccurate details of the values and beliefs associated with the community addressed or represented.
- › An unacceptable level of understanding of the organizational or hierarchical structures with little or no effort to guide the reader.
- › An appalling lack of understanding of language style and structure with little or no reifications of abstract concepts and an uncaring attention to the accuracy of details.
- › A lethargic understanding of reader needs by using little or no visuals to illustrate meaning.
- › A significant lack of attention to detail with little or no editing and proofreading.