***Rubric for Proposal Paper***

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| --- | --- |
| ***Readability and Style***  ***3 Points*** | *Points Earned*  *XX/3* |
|  | Additional Comments: |
| Paragraph transitions are present, logical, and maintain the flow throughout the paper. |  |
| The tone is appropriate to the content and assignment. |
| Sentences are complete, clear, and concise. |
| Sentences are well constructed, with consistently strong, varied sentences. |
| Sentence transitions are present and maintain the flow of thought. |
| ***Mechanics***  ***2 Points*** | *Points Earned*  *XX/2* |
|  | Additional Comments: |
| Citations of original works within the body of the paper and the reference page follow APA guidelines. |  |
| The paper is laid out with effective use of headings, font styles, and white space. |
| Rules of grammar, usage, and punctuation are followed. |
| Spelling is correct. |
| ***Content and Development***  ***10 Points*** | *Points Earned*  *XX/10* |
| All key elements of the assignment are covered in a substantive way.   * The paper is of sufficient length. * The paper includes effective visuals |  |
| The content is comprehensive, accurate, and persuasive. |
| Major points are stated clearly.   * Arguments are supported by specific details, examples, or analysis; and are organized logically. * Counterarguments are effectively addressed. |
| The introduction provides sufficient background on the topic. |
| The conclusion is logical, flows from the body of the paper and neatly wraps up the paper. |
| ***Total***  ***15 Points*** | *Points Earned*  *XX/15* |
| ***Overall Comments:*** | |

Elements that must be present in your final paper:

1. Problem or question for analysis
2. Purpose statement/paragraph for the reading audience
3. Outline/Table of contents for the key organizational elements
4. Key audiences you are addressing (primary, secondary and tertiary audiences that have an interest in this topic
5. Introduction, body and conclusion
6. Visuals and graphics that support your report
7. Reference page
8. Appendix (if needed)