

**Activity 1.7 What Is It? Essay Rubric**

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| **Elements** | **Weight** | **5 Points** | **4 Points** | **3 Points** | **2 Points** | **1–0 Points** | **Total** |
| **Thesis Statement** |  | The thesis statement provides a succinct, accurate overview of the content of the report. | The thesis statement provides an accurate overview of the content of the report. The thesis statement may not be succinct. | The thesis statement does not provide a completely accurate overview of the content of the report. The thesis statement is wordy and confusing. | The thesis statement does not provide an overview of the content of the report. | Minimal effort or the thesis statement is not included in the report. |  |
| **Content:** Product Description |  | Clear and concise description of the product including target market. Clear and concise description of multiple key features. Thorough explanation of the purpose of each feature and why it is important to the product design. Features not obvious from the image but are important to the design intent are included. | Clear description of the product. Clear description of the some important features of the product and a good explanation as to the purpose of each feature and why it is important to the design. | Adequate description of the product and some important features of the product. Explanation as to the purpose of each feature and why it is important to the design may be lacking. | A brief description of the product is included that includes a description of one or more features of the product without explanations as to the purpose of each feature or why it is important | Minimal effort or product and features description missing. |  |
| **Content:** Problem Statement and Criteria |  | A clear/concise problem statement. A clear description of several appropriate criteria including some quantitative (numerical) constraints such that the criteria very clearly define characteristics necessary for the success of the design. | A clear/concise problem statement. A clear description of several appropriate criteria such that it can be determined whether a design meets (or does not meet) each criteria. | A problem statement is included but somewhat unclear. A description of several design criteria is included although the criteria may not be clear or concise such that it is difficult to determine if a design meets the criteria. | A problem statement is included but is not clear. Only one or two design criteria are included. | Minimal effort or no evidence of a design problem description. |  |
| **Content:** Effect on Society and the Environment |  | In depth consideration of the positive and negative effects of the product on society and on the environment including detailed explanation and support of points. | Adequate consideration several of the potential effects of the product on society and the environment with some support of points. May consider only negative effects. | Some discussion of one or two potential effects of the product on society and the environment. May not include explanation or support of points. | Brief discussion of one or more potential effects of the product on society and the environment without explanation or support. | Minimal effort or no evidence of consideration of the effects of the product on society or the environment. |  |
| **Conclusion** |  | The conclusion paragraph clearly and concisely states all of the key points addressed in the report. | The conclusion paragraph clearly states most of the key points addressed in the report. | The conclusion paragraph states several of the key points addressed in the report but lacks some clarity. | The conclusion paragraph does not mention several key points addressed in the report. The paragraph is overly wordy or confusing. | Minimal effort or the conclusion is not included in the report. |  |
| **Grammar** |  | Punctuation, grammar, usage, and spelling are effectively used throughout the report. | Minor errors in punctuation, grammar, usage, and spelling are evident, but they do not interfere with the readability of the report. | Occasional errors in punctuation, grammar, usage, and spelling are evident and interfere with the readability of the report. | Major errors in punctuation, grammar, usage, and/or spelling interfere with the readability of the report. | The report contains significant errors in punctuation, grammar, usage, and spelling. |  |
| **Organization** |  | The report content has been organized using the appropriate method. The required information is easy to locate within the report. | The report content has been mostly organized using a logical sequence, but some flaws exist. The required information is generally easy to locate within the report. | The report content has been organized using a somewhat logical sequence. The presentation is sometimes confusing. | The report content is disorganized. The required information is difficult to locate within the report. | The report does not include evidence of organization. |  |