<table>
<thead>
<tr>
<th>1. Context and Purpose</th>
<th>4</th>
<th>Highly Competent</th>
<th>3</th>
<th>Competent</th>
<th>2</th>
<th>Minimally Competent</th>
<th>1</th>
<th>Not Competent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develops effective messages appropriate for the specific audience and purpose/context.</td>
<td>Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.</td>
<td>Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).</td>
<td>Demonstrates awareness of context, audience, purpose in relation to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions).</td>
<td>Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).</td>
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</tbody>
</table>

2. Content Development
Provides clear and effective evidence, support and/or illustration for expressing ideas and concepts.

Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the presenter’s understanding, and shaping the whole work.

Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.

Uses appropriate and relevant content to develop and explore ideas through most of the work.

Uses appropriate and relevant content to develop simple ideas in some parts of the work.

3. Genre and Disciplinary Conventions
Crafts arguments that are consistent with the...

Demonstrates detailed attention to and successful execution of a wide range of conventions particular to a specific discipline

Demonstrates consistent use of important conventions particular to a specific discipline and/or task(s), including

Follows expectations appropriate to a specific discipline and/or writing task(s) for basic organization, content, and presentation.

Attempts to use a consistent system for basic organization and presentation.
Note: All 5 outcomes must be met.