

Judging Rubric for Publishing Classes 19–24 and 26				
Criteria	Above Average to Excellent	Average	Poor to Fair	Points earned
Content is engaging, appropriate, and well organized with a logical flow — 20%				
Engaging (10 points)	Highly developed use of tone and style appropriate for intended audience and writing purpose; style supports content effectively; captures and maintains reader's interest. (8 to 10 points)	Tone and style appropriate for intended audience and writing purpose; style supports content adequately; piques reader's interest. (6 points)	Tone and style not appropriate for intended audience and writing purpose; style does not support content; does not capture and maintain reader's interest. (0 to 4 points)	
Well organized and logical flow (10 points)	Strong topic and summary sentences; logical and cohesive sequence of ideas; compelling intro and conclusion; well-developed and structured paragraphs; smooth and effective transitions. (8 to 10 points)	Good topic and summary sentences; somewhat logical and cohesive sequence of ideas; has intro and conclusion; adequate paragraph structure; transitions OK. (6 points)	Does not have topic and summary sentences; sequence of ideas not logical or cohesive; does not have intro and conclusion; paragraphs not well developed or structured transitions not smooth and effective or no transitions.. (0 to 4 points)	
Publication fulfills stated purpose — 30%				
Fulfills purpose (20 points)	Interesting and compelling argument; sophisticated understanding of the topic; depth of critical thinking; meaningful connections made; evidence of thorough analysis, reflection and insight. (16 to 20 points)	Competent and well-developed thesis; adequate understanding of the topic; connections made; average level of analysis and reflection. (12 points)	Thesis is weak, unclear, too broad, or only indirectly supported; superficial understanding of topic; simplistic and unfocused ideas; little attempt at analysis and/or reflection. (0 to 8 points)	
Inclusion and diversity (10 points)	Shows consideration for inclusion of all members of a potentially diverse audience (people of various races, genders, socioeconomic classes and other points of human diversity) or shows why such inclusion is not applicable. (8 to 10 points)	Shows some consideration for inclusion of all members of a potentially diverse audience. (6 points)	Shows little consideration for inclusion of all members of a potentially diverse audience. (0 to 4 points)	
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Judging Rubric for Publishing Classes 19–24 and 26 (continued)				
Criteria	Above Average to Excellent	Average	Poor to Fair	Points earned
Writing is clear and concise with good grammar and appropriate punctuation — 20%				
Grammar (10 points)	A variety of structures are used; very few grammatical errors; errors do not impede comprehension; excellent use of the English language. (8 to 10 points)	Most errors likely careless; good use of English. (6 points)	Significant errors; poor use of English language; meaning confused or obscured. (0 to 4 points)	
Orthography (10 points)	Virtually free of spelling, punctuation, accentuation, and capitalization errors. (8 to 10 points)	Only occasional errors of spelling, punctuation, accentuation, and/or capitalization; errors are careless. (6 points)	Several errors of spelling, punctuation, accentuation, and/or capitalization. (0 to 4 points)	
Overall appearance (including cover design) is appropriate and engaging — 10%				
Overall design (10 points)	Visuals explain and reinforce content in a powerful way. (8 to 10 points)	Visuals support content well. (6 points)	Visuals do not complement content and were chosen without care. (0 to 4 points)	
Publication follows design principles and includes appropriate typography and engaging illustrations/photographs — 20%				
Design attractiveness (10 points)	The design project is exceptionally attractive in terms of design, layout, neatness, dominance, rhythm, size, etc. (8 to 10 points)	The design project is attractive in terms of design, layout and neatness and demonstrates an understanding of the use of design tools. (6 points)	The design project is acceptably attractive though it may be a bit disorganized and does not demonstrate a clear understanding of layout, dominance, size, rhythm, balance, etc. (0 to 4 points)	
Design appropriateness (10 points)	All graphics (if any) are related to the topic and make it easier to understand. Overall design enhances and complements the content. <i>For an electronic publication:</i> search is optimized; file format is appropriate for audience. (8 to 10 points)	All graphics (if any) are related to the topic and most make it easier to understand. Overall design supports the content. <i>For an electronic publication:</i> production included steps to improve search; file format works for the audience. (6 points)	Most graphics relate to the topic. Overall design does not enhance understanding. <i>For an electronic publication:</i> no attempt was made to optimize search; file format does not meet audience needs. (0 to 4 points)	
Total points				
Rank (Gold/Silver/Bronze/None)				