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| Technical Description Rubric |  |  |  |  |  |
| **Title and Introduction**  Follows paradigm | Outstanding  The title is clear and specific to the product The introduction is inviting, and includes a clear purpose statement. A definition of the product is included. | Good  The title is clear and specific to the product The introduction is inviting, and includes a clear purpose statement. A definition of the product is not included. | Fair  Either the title is not clear and specific to the product, or the introduction is not inviting, and/or does not include a clear purpose statement, or a definition of the product is not included. | Poor  There is no title and no clear introduction of the product. |  |
| **Organization**  Methods and sequencing. | Outstanding  Details are placed in a logical order (either spatial, functional, or chronological) | Good  Details are placed in a logical order, but the way they are presented lacks consistency. | Fair  Some details are not in a logical or expected order and this distracts the reader. | Poor  Many details are not in a logical order.  The writing is disorganized. |  |
| **Precision and Accuracy**  Enter criteria description | Outstanding  All descriptions are precisely described and accurate. | Good  All descriptions are accurate and most are precisely described. | Fair  Some descriptions are precisely described and accurate. | Poor  There are many inaccuracies and the descriptions are not clear. |  |
| **Style**  Correctly using transitions; headings and sub-headings. | Outstanding  A variety of thoughtful transitions are used clearly showing how ideas are connected. Headings and sub-headings are used to help the reader follow the steps. | Good  Transitions clearly show how ideas are connected, but there is little variety. Some headings and sub-headings are used to assist the reader in completing the steps. | Fair  Some transitions work well, but connections between other ideas are fuzzy. There is limited use of headings and sub-headings to help the reader follow the steps. | Poor  The transitions between ideas are unclear or nonexistent. The writer does not use headings or sub-headings. |  |
| **Visual additions**  Diagrams; illustrations | Outstanding  The writer includes an accurately and clearly labeled diagram or illustration. | Good  The writer includes a diagram or illustration to help the reader, but some labels are unclear or missing. | Fair  The writer includes a diagram or illustration, but there are no labels and the connection to the piece is unclear. | Poor  There is no diagram or illustration included. |  |
| **Conventions**  Grammar, spelling, capitalization, punctuation, and usage. | Outstanding  All conventions are used at a high standard. Complete sentences are used. | Good  Conventions are used at a satisfactory level. Complete sentences are used. | Fair  Conventions are sometimes followed. There are incomplete or run-on sentences. | Poor  There are frequent convention errors. Sentence fragments and run-ons occur frequently. |  |
| **Conclusion** | Outstanding  The conclusion provides a satisfying end to the description. Includes a brief summary. Gives reader the sense of understanding the product. | Good  Includes a brief summary. Gives reader the sense of understanding the product. | Fair  Includes a brief summary. | Poor  There is no conclusion. The paper just ends or has the statement "the end" or something similar. |  |