

Auburn University, Master of Technical and Professional Communication (MTPC) Assessment Rubric: Updated 12/26/12

	Goal Category	Learning Outcome		1 Not acceptable	2 Acceptable	3 Good	4 Excellent
1	Ethics	Uses academic prose to discuss the ethical considerations (e.g., constraints, scenarios, and uses) addressed by scholars and practitioners of TPC.	Ethics	Discusses ethical considerations inaccurately or vaguely; cites few, no, or irrelevant secondary sources; cites sources inaccurately.	Discusses ethical considerations accurately and with some specificity; cites somewhat relevant secondary sources accurately.	Discusses ethical considerations accurately and with specificity; supports claims with relevant secondary sources; cites secondary sources accurately.	Discusses ethical considerations accurately, elegantly, and with specificity; supports claims with relevant secondary sources and explicates source material; cites secondary sources accurately.
2	Theory	Uses academic prose to discuss major theoretical approaches to TPC.	Approaches	Discusses theory inaccurately or vaguely; cites few (or no) secondary sources; cites sources inaccurately.	Discusses theory accurately and with some specificity; cites secondary sources accurately.	Discusses theory accurately and with specificity; supports claims with multiple secondary sources; cites secondary sources accurately.	Discusses theory accurately, elegantly, and with specificity; supports claims with multiple secondary sources; cites secondary sources accurately.
3	Theory/ Research	Uses academic prose to discuss the needs, preferences, and/or expectations of multicultural and global audiences.	Multicultural	Discusses needs, preferences, or expectations of multicultural and global audiences inaccurately; cites no secondary sources.	Discusses needs, preferences, or expectations of multicultural and global audiences accurately; cites one or two secondary sources.	Discusses needs, preferences, or expectations of multicultural and global audiences accurately and with specificity; cites one or two secondary sources.	Discusses needs, preferences, or expectations of multicultural and global audiences accurately and with specificity; cites three or more secondary sources.
4	Theory/ Research	Uses academic prose to discuss best practices derived from research relevant to the following component of print and/or online document production:	Document design	Discusses best practices inaccurately or vaguely; cites few, no, or irrelevant secondary sources; cites sources inaccurately.	Discusses best practices accurately and with some specificity; cites somewhat relevant secondary sources accurately.	Discusses best practices accurately and with specificity; cites relevant secondary sources accurately.	Discusses best practices accurately and with specificity; cites relevant secondary sources accurately and explicates source material.
5	Theory/ Research	Uses academic prose to discuss best practices derived from research relevant to the following components of print and/or online document production:	Usability and accessibility	Discusses usability heuristics and accessibility standards inaccurately; cites no secondary sources.	Discusses usability heuristics and accessibility standards accurately; cites course texts.	Discusses usability heuristics and accessibility standards accurately; cites one or two sources other than course texts.	Discusses usability heuristics and accessibility standards accurately and in detail; cites one or two sources other than course texts.
6	Theory/ Research	Uses academic prose to discuss best practices derived from research relevant to the following component of print and/or online document production:	Editing	Discusses best practices inaccurately; cites no secondary sources.	Discusses best practices accurately; cites the editing-course texts.	Discusses best practices accurately; cites some sources other than course texts.	Discusses best practices accurately; discusses best practices in detail; cites some sources other than course texts.

	Goal Category	Learning Outcomes		1 Not acceptable	2 Acceptable	3 Good	4 Excellent
7	Theory/ Research	Uses academic prose to discuss expert-recommended best practices relevant to the following component of print and/or online document production:	Publication project management	Discusses best practices inaccurately or vaguely; cites few (or no) secondary sources; cites sources inaccurately.	Discusses best practices accurately and with some specificity; discusses best practices derived from course texts; cites sources accurately.	Discusses best practices accurately and with specificity; discusses some sources from the appropriate scholarly literature; cites sources accurately and begins to integrate them into portfolio documents.	Discusses best practices accurately and expertly; discusses a substantial number of sources from the appropriate scholarly literature; cites sources accurately and integrates them cohesively into portfolio documents.
8	Application	Applies best practices and uses standard tools (e.g., InDesign, Adobe Acrobat Pro, Word) to the following component of print and/or online document production:	Document design	Portfolio components are either not functional or unattractive: documents largely fail to exhibit knowledge of standard design and usability criteria.	Most portfolio components are functional and attractive: components exhibit knowledge of standard design and usability criteria.	All portfolio components are functional and attractive: documents exhibit knowledge of standard design and usability criteria.	Portfolio components are beautiful and highly functional: documents exhibit thorough knowledge of standard design and usability criteria.
9	Application	Applies best practices and uses standard tools (e.g., InDesign, Adobe Acrobat Pro, Word) to the following components of print and/or online document production:	Usability and accessibility	Portfolio components do not adhere to appropriate usability heuristics and accessibility standards.	Portfolio components adhere somewhat to appropriate usability heuristics and accessibility standards.	Portfolio components adhere mostly to appropriate usability heuristics and accessibility standards.	Portfolio components adhere fully to appropriate usability heuristics and all accessibility standards.
10	Application	Applies best practices and uses standard tools (e.g., InDesign, Adobe Acrobat Pro, Word) to the following component of print and/or online document production:	Editing	Overall, portfolio components are not edited for accuracy, correctness, completeness, and consistency.	Some portfolio components are edited for accuracy, correctness, completeness, and consistency.	Most portfolio components are edited for accuracy, correctness, completeness, and consistency, including figures, tables, and reference lists.	Most portfolio documents are edited for accuracy, correctness, completeness, and consistency, including figures, tables, and reference lists. Appropriate portfolio documents include document style sheets.
11	Application	Applies best practices and uses standard tools (e.g., InDesign, Adobe Acrobat Pro, Word) to the following component of print and/or online document production:	Publication project management	Portfolio components fail to discuss or exhibit knowledge of audience needs analysis, content specification, scheduling, evaluation, or other publication management.	Portfolio components discuss or exhibit some knowledge of audience needs analysis, content specification, scheduling, evaluation, or other project management.	Portfolio components discuss or exhibit proficient knowledge of audience needs analysis, content specification, scheduling, evaluation, or other project management.	Portfolio components discuss or exhibit expert knowledge of audience needs analysis, content specification, scheduling, evaluation, or other publication project management.