**Persuasive Essay: How to Improve Form Utility for a Product**

**Extension Assignment #2 Rubric**

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| Student Name: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
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| **CATEGORY** | **25** |  |  | **20** | **15** | **10 or less** | **Score** |  |
| **Attention****Grabber** | The introductory paragraph has a strong hook or attention grabber that is appropriate for the audience. This could be a strong statement, a relevant quotation, statistic, or question addressed to the reader. | The introductory paragraph has a hookor attention grabber, but it is weak, rambling or inappropriate for the audience. | The author has an Interesting introductory paragraph but the connection to the topic is not clear. | The introductory paragraph is not interesting AND is not relevant to the topic. |  |  |
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| **Support for****Position** | Includes 3 or more pieces of evidence (facts, statistics, examples, real-life experiences) that support the position statement. The writer anticipates the reader's concerns, biases or arguments and has provided at least 1 counter-argument. | Includes 3 or more pieces of evidence (facts, statistics, examples, real-life experiences) that support the positionstatement. | Includes 2 pieces ofevidence (facts, statistics, examples,real-life experiences)that support theposition statement. | Includes 1 or fewerpieces of evidence (facts, statistics,examples, real-lifeexperiences). |  |  |
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| **Evidence****and****Examples** | All of the evidence and examples are specific, relevant andexplanations are given that show how each piece of evidence supports the author's position. | Most of the evidenceand examples are specific, relevant and explanations are given that show how each piece of evidence supports the author'sposition. | At least one of the pieces of evidence and examples is relevant and has an explanation that shows how that piece of evidence supports the author's position. | Evidence and examples are NOT relevant AND/OR are not explained. |  |  |
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| **Sources** | All sources used for quotes, statistics and facts are credible and cited correctly. | All sources used for quotes, statistics and facts are credible and most are cited correctly. | Most sources used forquotes, statistics andfacts are credible andcited correctly. |  | Many sources are suspect (not credible) AND/OR are not cited correctly. |  |  |
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| Total Points \_\_\_\_\_\_ |  |  |  |  |  | Maximum 100 |  |  |