	★★★★★	★★★★	★★★	★★	★	Points Earned
FOCUS & DEVELOPMENT • **Controlling idea** • **Supporting ideas** • **Use of correct details** • **Awareness of purpose** • **Sense of completeness**	Clear controlling idea; relevant supporting ideas; a wealth of correct ideas and examples; sense of completeness 18-20 POINTS	Clear controlling idea; relevant supporting ideas; a mixture of both general and specific details; sense of completeness 16-17 POINTS	Clear controlling idea; mostly relevant supporting ideas; mostly general details; mostly complete 14-15 POINTS	Vague or underdeveloped controlling idea; supporting ideas are overly broad; very few relevant details; does not provide a sense of completeness 6-13 POINTS	No clear controlling idea; supporting ideas may be listed; details, if included, are incorrect or irrelevant; brief or incomplete 0-5 POINTS	
ORGANIZATION • **Introduction/body/conclusion** • **Sequence of ideas** • **Grouping of ideas** • **Effective transitions** • **Awareness of purpose**	Intro engages/sets stage; related ideas grouped logically; ideas consistently sequenced within and between paragraphs; effective, varied transitions are used; conclusion provides closure without repetition 9-10 POINTS	Intro engages/sets stage; related ideas grouped logically; ideas consistently sequenced within paragraphs; effective transitions; conclusion provides closure without repetition 8 POINTS	Intro is clear; related ideas grouped logically; some ideas sequenced within paragraphs; some transitions used; conclusion provides closure 7 POINTS	Intro is absent, brief, unclear, or formulaic; few related ideas linked together; few ideas sequenced; transitions tend to be formulaic; conclusion is absent, brief, unclear, or formulaic 4-6 POINTS	Intro is absent; related ideas not grouped together; ideas not sequenced; transitions lacking; conclusion is absent; insufficient writing to determine organization 0-3 POINTS	
STYLE • **Sentence variety** • **Content-specific word choice** • **Syntax (arrangement of words)** • **Audience awareness** • **Personal voice**	A wealth of content-specific vocabulary is used; varied sentence lengths, structures, and beginnings; syntax is clear 9-10 POINTS	Content-specific vocabulary is consistently used and mostly correct; varied sentence lengths and structures; syntax is clear 8 POINTS	Content-specific vocabulary is used, but lapses into more generic vocabulary; some variation in sentence length and structures; syntax is generally clear, but sometimes awkward or confusing 7 POINTS	Content-specific vocabulary is used minimally; most vocabulary is generic; minimal variation in sentence lengths and structures; syntax is often awkward and/or confusing 4-6 POINTS	Content-specific vocabulary is not used; sentence lengths and structures are not varied; syntax is confusing; insufficient writing to determine competence in style 0-3 POINTS	
CONVENTIONS • **Sentence formation** • **Subject-verb agreement** • **Standard word forms** • **Punctuation, spelling, and capitalization**	Full command of written English; very few errors are evident; use of language is at least 90% correct 9-10 POINTS	Clear knowledge of written English; errors are minor and do not interfere with meaning; use of language is at least 80% correct 8 POINTS	Sufficient control of written English; errors may interfere with meaning; use of language is at least 70% correct 7 POINTS	Minimal control of written English; errors are frequent and interfere with meaning; use of language is at least 40% correct 4-6 POINTS	Lack of control of written English; errors are pervasive; may be brief or incomplete; 30% or less of language use is correct 0-3 POINTS	

TOTAL POINTS = ___50 pts._____

Graphic Communications
Performance Essay - Febr. 27, 2013

There are several major career paths within the Graphic Communications Industry. Consider the list of six career categories below.
Select *two* of interest to you, describe why you might be interested in that categories , discuss the possible advantages and disadvantages you feel may be involved and any attributes necessary to be successful .

- *Skilled Technical Personnel (machines and material handling)*
- *Creative Personnel (writing, art/design)*
- *Management Personnel (supervisory positions)*
- *Support Personnel (product and customer service)*
- *Engineering (research and development)*
- *Entrepreneurs (business owners)*