**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 hook  or 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 position  statement. | | Includes 2 pieces of  evidence (facts, statistics, examples,  real-life experiences)  that support the  position statement. | | Includes 1 or fewer  pieces of evidence (facts, statistics,  examples, real-life  experiences). | | | |  |  | |
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| **Evidence**  **and**  **Examples** | All of the evidence and examples are specific, relevant and  explanations are given that show how each piece of evidence supports the author's position. | | | Most of the evidence  and examples are specific, relevant and explanations are given that show how each piece of evidence supports the author's  position. | | 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 for  quotes, statistics and  facts are credible and  cited correctly. |  | Many sources are suspect (not credible) AND/OR are not cited correctly. | | | |  |  | |
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| Total Points \_\_\_\_\_\_ | |  |  |  | |  |  | Maximum 100 | | | |  |  | |