**Written Planning Report Rubric**

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|  | **10 (A)** | **8.5 (B)** | **7 (C)** | **5.5 (D)** |
| **Requirements**    **X1= \_\_\_\_/10** | All sections are completed, including all sub-sections | All sections are completed, but some may be lacking in required elements | All sections are completed, but several elements may be lacking | At least one section is not completed |
| **Content and Accuracy**        **X2=\_\_\_\_\_/20** | All explanations are thorough, complete and accurate. It is clear the student understands the subject matter fully. | Most explanations are thorough and complete\ and accurate. It is clear the student understands the subject matter. | Some explanations are thorough, complete and accurate. It is clear the student has some confusion about the subject matter. | Few explanations are thorough, complete and accurate. It is clear the student does not understand the subject matter. |
| **Cohesion**      **X2.5=\_\_\_\_\_/25** | All sections relate to one another and flow beautifully to create a seamless plan for a publication | All sections relate to one another and flow to create a coherent plan for a publication | Most sections relate to one another and flow to create a plan for a publication | Sections are disjointed and the overall picture of the publication is murky. |
| **Vision**      **X2.5=\_\_\_\_\_/25** | All descriptions show the ability to effectively create an entrepreneurial vision, including high emphasis on understanding the audience and driving their engagement with the publication. | Most descriptions show the ability to create an entrepreneurial vision, including emphasis on understanding the audience and driving their engagement with the publication. | Some descriptions show the ability to create an entrepreneurial vision, including emphasis on understanding the audience and driving their engagement with the publication. | Few descriptions show the ability to create an entrepreneurial vision, including emphasis on understanding the audience and driving their engagement with the publication. |
| **Layout and Readability**        **X1=\_\_\_\_\_/10** | Report is easy to read and navigate because the student has separated work into paragraphs and used appropriate fonts and type size for different elements. | Report is easy to read because the student has separated work into paragraphs and used a single font and type size. | Report is difficult to read due to inappropriate fonts or type size. | Report is difficult to read because all of the text is jumbled together. No paragraphs are present. |
| **Mechanics**      **X1=\_\_\_\_\_/10** | Very few errors, and they do not affect the audience’s understanding. | Some errors, but they do not affect the audience’s understanding | Many errors and/or errors begin to affect the audience’s understanding. | Many errors affect the audience’s understanding. |