



## College of Engineering Writing Resource Center

1250 Bellflower Blvd. Long Beach, CA 90840

Vivian Engineering Center – 128B

Student Name/ID #: \_\_\_\_\_

40%	<b>Critical Thinking:</b> A thoughtful argument using compelling topic sentences and careful rhetoric choices which demonstrate advanced awareness of audience and purpose of the proposal. Effective and persuasive usage of evidence supports the central idea of the proposal and addresses all aspects of proposal outlined on milestone, such as the need of the project, environmental sustainable and other impacts. Clear explanation shows how all constraints will be met and resolved in the project plan.	/5
30%	<b>Structure:</b> Clear organization with an effective introduction that announces the paper topic and includes a hook, a map for the paper and lists the points to be described in the paper. Each paragraph has a top sentence describes the central idea for the paragraph. There should be coherence or connectivity between paragraphs so that the ideas in each paragraph inform the next. The logical flow should exhibit a natural progression that leads the reader(s) to the conclusion. Audience analysis should be evident such that the author is successfully gearing discussion points toward a particular audience's interest. The conclusion reinforce the salient points of the proposal and should not introduce any new information.	/5
20%	<b>Vocabulary:</b> Uses precise and vivid word choices while utilizing professional/academic language and tone appropriately—no conversational language or tone. Demonstrates understanding of audience.	/5
10%	<b>Grammar and Mechanics:</b> Contains very few errors, demonstrating a mastery of the conventions of written English, such as punctuation, complete sentences, proper capitalization, nouns, verbs, etc.	/5

Comments:

Total: \_\_\_\_\_/20