| **Criteria** | **Excellent (4)** | **Good (3)** | **Fair (2)** | **Needs Improvement (1)** | **Inadequate (0)** |
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| Clarity and Structure | The email is exceptionally clear and well-organized, with a logical structure that makes it easy to follow. | The email is clear and well-structured, with a logical flow that aids understanding. | The email is generally clear and adequately structured, but may have some minor organizational issues that slightly hinder understanding. | The email lacks clarity and structure, making it difficult to follow the main points. | The email is poorly structured and lacks clarity, making it nearly impossible to understand. |
| Content Relevance | The email is highly relevant to the subject matter, addressing all necessary points with depth and insight. | The email is relevant to the subject matter and addresses all necessary points effectively. | The email generally addresses the required content but may lack depth or insight in some areas. | The email contains some relevant information but fails to address key points adequately. | The email contains irrelevant information and fails to address the required content. |
| Tone and Professionalism | The tone of the email is professional and appropriate for the audience, demonstrating a high level of respect and professionalism. | The tone of the email is generally professional and respectful, with only minor lapses in tone or formality. | The tone of the email is somewhat informal or inconsistent, detracting from its overall professionalism. | The tone of the email is unprofessional or inappropriate for the audience, showing a lack of respect or courtesy. | The tone of the email is highly unprofessional and inappropriate, displaying a complete disregard for professional standards. |
| Grammar and Mechanics | The email contains virtually no grammatical or mechanical errors, demonstrating a high level of proficiency in written communication. | The email contains few grammatical or mechanical errors, and those present do not significantly detract from readability. | The email contains several grammatical or mechanical errors that occasionally hinder readability. | The email contains numerous grammatical or mechanical errors that significantly detract from readability. | The email is riddled with grammatical and mechanical errors, making it difficult to understand. |
| Conciseness | The email is exceptionally concise, conveying all necessary information succinctly and efficiently. | The email is concise, conveying necessary information without unnecessary verbosity. | The email generally conveys information without excessive verbosity but may contain some unnecessary details. | The email contains some unnecessary information or is overly verbose, making it longer and less efficient than necessary. | The email is excessively verbose and contains a significant amount of unnecessary information, detracting from its effectiveness. |
| Formatting and Appearance | The email is well-formatted and visually appealing, with appropriate use of formatting elements to enhance readability. | The email is adequately formatted and generally visually appealing, with minor inconsistencies or formatting issues. | The email is somewhat poorly formatted, with inconsistent use of formatting elements that may detract from readability. | The email is poorly formatted, making it difficult to read and understand. | The email is extremely poorly formatted, with little regard for readability or visual appeal. |
| Response to Prompt | The email fully addresses the prompt, demonstrating a deep understanding of the task and providing comprehensive responses. | The email adequately addresses the prompt, covering all required points with sufficient depth and insight. | The email partially addresses the prompt, but may lack depth or fail to fully explore certain aspects of the task. | The email only superficially addresses the prompt, missing key points or failing to provide sufficient depth of analysis. | The email fails to address the prompt adequately, showing a fundamental misunderstanding of the task. |
| Engagement | The email is highly engaging, capturing the reader's attention and maintaining interest throughout. | The email is engaging, with content that is interesting and relevant to the reader. | The email is somewhat engaging but may lack elements that capture and maintain the reader's interest consistently. | The email is not particularly engaging, with content that fails to capture or maintain the reader's interest. | The email is entirely unengaging, with content that is dull and uninteresting. |
| Overall Effectiveness | The email is exceptionally effective, demonstrating mastery of written communication and achieving its intended purpose with precision. | The email is effective, achieving its intended purpose and communicating its message clearly and persuasively. | The email is moderately effective, but may have some weaknesses that detract from its overall impact or clarity. | The email is somewhat ineffective, failing to fully achieve its intended purpose or communicate its message clearly. | The email is entirely ineffective, failing to achieve its intended purpose or communicate its message clearly or persuasively. |