**The Importance of Innovation Architecture**

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|  | **1 Unsatisfactory 0.00%** | **2 Less Than Satisfactory 65.00%** | **3 Satisfactory 75.00%** | **4 Good 85.00%** | **5 Excellent 100.00%** |
| **70.0 %Content** |  | | | | | |
| **70.0 %Subject Knowledge Content: Define Innovation; Compare concepts; Analyze problem solving; Explain importance of innovation.** | Essay content omits the requirements stated in the assignment criteria. The analysis of criteria is developed poorly. | Essay content omits some requirements stated in the assignment criteria. The evaluation of criteria is missing one or more of the components. | The essay content is complete. Surface level evaluation of the content is offered. Minimal support for each component presented. | The essay content analysis is comprehensive, accurate, and appropriate of the criteria. Claims and ideas of the criteria are supported. | The essay content thoughtfully analyzes and evaluates major points of the criteria. Information and supporting evidence are accurate and appropriate. |  |
| **20.0 %Organization and Effectiveness** |  | | | | | |
| **7.0 %Thesis Development and Purpose** | Paper lacks any discernible overall purpose or organizing claim. | Thesis and/or main claim are insufficiently developed and/or vague; purpose is not clear. | Thesis and/or main claim are apparent and appropriate to purpose. | Thesis and/or main claim are clear and forecast the development of the paper. It is descriptive and reflective of the arguments and appropriate to the purpose. | Thesis and/or main claim are comprehensive. The essence of the paper is contained within the thesis. Thesis statement makes the purpose of the paper clear. |  |
| **8.0 %Argument Logic and Construction** | Statement of purpose is not justified by the conclusion. The conclusion does not support the claim made. Argument is incoherent and uses noncredible sources. | Sufficient justification of claims is lacking. Argument lacks consistent unity. There are obvious flaws in the logic. Some sources have questionable credibility. | Argument is orderly, but may have a few inconsistencies. The argument presents minimal justification of claims. Argument logically, but not thoroughly, supports the purpose. Sources used are credible. Introduction and conclusion bracket the thesis. | Argument shows logical progression. Techniques of argumentation are evident. There is a smooth progression of claims from introduction to conclusion. Most sources are authoritative. | Clear and convincing argument presents a persuasive claim in a distinctive and compelling manner. All sources are authoritative. |  |
| **5.0 %Mechanics of Writing (includes spelling, punctuation, grammar, language use)** | Surface errors are pervasive enough that they impede communication of meaning. Inappropriate word choice and/or sentence construction are used. | Frequent and repetitive mechanical errors distract the reader. Inconsistencies in language choice (register), sentence structure, and/or word choice are present. | Some mechanical errors or typos are present, but are not overly distracting to the reader. Correct sentence structure and audience-appropriate language are used. | Prose is largely free of mechanical errors, although a few may be present. A variety of sentence structures and effective figures of speech are used. | Writer is clearly in command of standard, written, academic English. |  |
| **10.0 %Format** |  | | | | | |
| **5.0 %Paper Format (Use of appropriate style for the major and assignment)** | Template is not used appropriately, or documentation format is rarely followed correctly. | Appropriate template is used, but some elements are missing or mistaken. A lack of control with formatting is apparent. | Appropriate template is used. Formatting is correct, although some minor errors may be present. | Appropriate template is fully used. There are virtually no errors in formatting style. | All format elements are correct. |  |
| **5.0 %Research Citations (In-text citations for paraphrasing and direct quotes, and reference page listing and formatting, as appropriate to assignment and style)** | No reference page is included. No citations are used. | Reference page is present. Citations are inconsistently used. | Reference page is included and lists sources used in the paper. Sources are appropriately documented, although some errors may be present | Reference page is present and fully inclusive of all cited sources. Documentation is appropriate and citation style is usually correct. | In-text citations and a reference page are complete and correct. The documentation of cited sources is free of error. |  |
| **100 %Total Weightage** |  | | | | |  |