

<p style="text-align: center;">6 + 1 PRESENTATION-EMAILING 12th Grade Writing August 17/21, 2006</p>
--

Objective: Students will understand proper formatting techniques for writing professional emails.

Scenario: You are beginning the process of applying to colleges. The task requires you to make a list of your top 5 colleges/universities that you wish to attend. When you begin searching the schools' websites you discover that you cannot download the schools' admission application. You must send an email to the school requesting the application.

Directions: You will write *Mrs. Greer* an email using proper presentation for professional emailing. She is the Dean/President/Secretary etc. of the *real* university you are applying to. You need to write to Mrs. Greer requesting an admission application. See the sample on the next page.

Traits of "Presentation"

- Consistent and uniform typing or handwriting
- Good balance of space and text
- Effectively integrates graphic elements
- Overall appearance is pleasing

Formatting (Presentation) guidelines

1. avoid jargon, slang, IM text etc.
2. use an appropriate To & Subject comment
3. write the email in block format
4. apply the proper spacing between each section of the entire email
5. Times New Roman font—avoid heavy/rich text formats
6. Never use color, emoticons, or other graphics in an email
7. If you send attachments, be sure the file is reduced in size and you state you have included an attachment. Also, attach as little as possible

Assessment

You will be assessed on the above criteria. The main objective is to understand proper formatting of a professional email; and secondly, how presentation from the 6+1 traits applies in this scenario. The rubric is included on page 2 of this handout.

Letter-Writing : Email Formatting

Teacher Name: **Mrs. Greer**

Student Name: _____

CATEGORY	5	4	2	1
Salutation and Closing	Salutation and closing have no errors in capitalization and punctuation.	Salutation and closing have 1-2 errors in capitalization and punctuation.	Salutation and closing have 3 or more errors in capitalization and punctuation.	Salutation and/or closing are missing.
Sentences & Paragraphs	Sentences and paragraphs are complete, well-constructed and of varied structure.	All sentences are complete and well-constructed (no fragments, no run-ons). Paragraphing is generally done well.	Most sentences are complete and well-constructed. Paragraphing needs some work.	Many sentence fragments or run-on sentences OR paragraphing needs lots of work.
Capitalization & Punctuation	Writer makes no errors in capitalization and punctuation.	Writer makes 1-2 errors in capitalization and punctuation.	Writer makes 3-4 errors in capitalization and punctuation.	Writer makes more than 4 errors in capitalization and punctuation.
Format	Complies with all the requirements for a professional email.	Complies with almost all the requirements for a professional email.	Complies with several of the requirements for a professional email.	Complies with less than 75% of the requirements for a professional email.