<table>
<thead>
<tr>
<th>Ideas &amp; Content</th>
<th>Organization</th>
<th>Voice</th>
<th>Word Choice</th>
<th>Sentence Fluency</th>
<th>Conventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>- clear and focused</td>
<td>- showcases the topic</td>
<td>- expressive, engaging, and individualistic</td>
<td>- precise, interesting, and natural language</td>
<td>- easy flow and rhythm</td>
<td>- only one or two minor errors (no major ones)</td>
</tr>
<tr>
<td>- ideas are original</td>
<td>- effective and logical sequence</td>
<td>- involved in the text</td>
<td>- specific and accurate</td>
<td>- well built and complete sentences</td>
<td>- perfect paragraphing</td>
</tr>
<tr>
<td>- shows true insight</td>
<td>- contains an inviting introduction</td>
<td>- sensitive to audience</td>
<td>- individual phrasings</td>
<td>- strong and varied structures</td>
<td>- grammar and usage remain correct</td>
</tr>
<tr>
<td>- contains relevant, telling quality details</td>
<td>- contains a satisfying conclusion</td>
<td>- reader can sense the writer</td>
<td>- lively, active verbs</td>
<td>- meanings remain clear</td>
<td>- no spelling errors</td>
</tr>
<tr>
<td>- goes beyond the obvious</td>
<td>- contains thoughtful transitions &amp; pacing</td>
<td>- appropriate for</td>
<td>- uses literary terms for effect &amp; analysis</td>
<td>- purposeful sentence beginnings and effective transitions</td>
<td>- manipulates conventions for effect</td>
</tr>
<tr>
<td>- developed in an enlightened and purposeful manner</td>
<td>- flows smoothly</td>
<td>- audience and flavorful</td>
<td>- precise nouns and modifiers create images</td>
<td>- sound of the words match the structure</td>
<td>- complex in structure</td>
</tr>
<tr>
<td>- every piece connects to the thesis</td>
<td>- contains effective and precise quotations and specific details</td>
<td>- honest and written from the heart</td>
<td>- eye-catching and memorable phrasings</td>
<td>- varied sentence length</td>
<td>- no incomplete sentences (fragments)</td>
</tr>
</tbody>
</table>

**5**
- basic development
- purpose is obvious
- still needs to “fill in the blanks”
- draws on knowledge
- difficulty going from the general to the specific
- reasonably clear ideas
- not detailed enough
- blends the original and predictable
- not enough support

**3**
- unclear purpose/theme
- contains sketchy details
- still searching for topic or topic not defined
- repetitious writing
- reads as random or disconnected thoughts
- support is equally weighted (items of importance hard to locate)

**1**
- lacks a clear sense of direction
- loosely or randomly put together
- no internal structure
- sequencing needs work
- no real lead or conclusion
- awkward pacing
- connections between ideas are confusing
- hard to understand
- few details and poor quotation choice

- seems indifferent, distanced or uninvolved
- lifeless and mechanical
- overly technical or jargonistic
- hard to sense the writer
- monotone tone
- functional language but not moving
- writing does not appear comfortable

- limited vocabulary
- words seem to search for meaning
- vague language
- persistent redundancy
- relies on jargon or clichés
- incorrectly used words
- unclear or confusing words or terms
- literary terms are absent

- reader must work to find the meaning
- weak or no transitions
- choppy, incomplete, rambling or awkward
- not natural in sound
- sentences begin the same way
- too many connectives (and, too, but then, because, and so)
- does not invite expressive or reading