

## Ideas

*The heart of the message, the content of the piece, the main theme, with details that enrich and develop that theme.*

**5** This paper is clear and focused. It holds the reader's attention. Relevant anecdotes and details enrich the central theme.

The topic is narrow and manageable  
Relevant, telling, quality details go beyond the obvious  
Reasonably accurate details.  
Writing from knowledge or experience; ideas are fresh and original.  
Reader's questions are anticipated and answered  
Insight.

**3** The writer is beginning to define the topic, even though development is still basic or general.

The topic is fairly broad.  
Support is attempted.  
Ideas are reasonably clear.  
Writer has difficulty going from general observations to specifics.  
The reader is left with questions.  
The writer generally stays on topic.

**1** The paper has no clear sense of purpose or central theme. The reader must make inferences based on sketchy or missing details.  
The writer is still in search of a topic.  
Information is limited or unclear or the length is not adequate for development.  
The idea is a simple restatement or a simple answer to the question.  
Topic not defined.  
Everything is equally important.  
The text may be repetitious, disconnected and contains too many random thoughts.

**Key Question:** *Did the writer stay focused and share original and fresh information or perspective about the topic?*

## Voice

*The unique perspective of the writer coming through in the piece through honesty, conviction, integrity and believability.*

**5** The writer of this paper speaks directly to the reader in a manner that is individual, compelling, engaging, and respects purpose and audience for the writing.

Adds interest: appropriate of purpose and audience.  
The reader feels a strong interaction with the writer.  
The writer takes risks.  
Expository or persuasive reflects understanding and commitment to topic.  
Narrative writing seems honest, personal, and engaging.

**3** The writer seems sincere, but not fully engaged or involved. The result is a pleasant or even personable, but not compelling.

Obvious generalities.  
Earnest, pleasing, safe writing.  
The voice fades in and out  
Expository or persuasive writing lacks consistent engagement.  
Pacing is fairly well controlled.  
Narrative writing is reasonably sincere.

**1** The writer seems indifferent, uninvolved, or distanced from the topic and/or the audience.

No concern with audience.  
Monotone.  
Hum-drum and risk free.  
Lifeless and mechanical.  
No point of view is present.

**Key Question:** *Would you keep reading this piece if it were longer? MUCH longer?*

## Conventions

*The mechanical correctness of the piece: spelling, grammar and usage, paragraphing, use of capitals, and punctuation.*

**5** The writer demonstrates a good grasp of standard writing conventions (e.g. spelling, punctuation, capitalization, grammar, usage, paragraphing).  
Spelling is generally correct.  
Punctuation is accurate.  
Capitalization errors are present.  
Grammar and usage are correct.  
Paragraphing tends to be sound.  
The writer may manipulate conventions for stylistic effect: and it works.

**3** The writer shows reasonable control over a limited range of standard writing conventions.  
Spelling is usually correct or reasonably phonetic on common words.  
End punctuation is usually correct.  
Most words are capitalized correctly.  
Problems with grammar and usage are not serious.  
Paragraphing is attempted.  
Moderate (a little of this, a little of that) editing.

**1** Errors in spelling, punctuation, capitalization, usage and grammar and/or paragraphing repeatedly distract the reader and make text difficult to read.  
Spelling errors are frequent.  
Punctuation missing or incorrect.  
Capitalization is random.  
Errors in grammar or usage are very noticeable.  
Paragraphing is missing.  
The reader must read once to decode, then again for meaning.

**Key Question:** *How much editing would have to be done to be ready to share with an outside source?*

