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| --- | --- | --- | --- | --- |
|  | 20 | 15 | 10 | 5 |
| Relevant, logical details | Your message is clearly on one topic with a strong message that is engaging and informative. You focus on the elements being analyzed, engaging each thoughtfully and thoroughly. | You independently introduce and stay focused on the elements being analyzed. You represent a clear central message. | With help your message is mostly clear and on topic. Spend a little more time in the pre-writing stage, developing your message. | Even with help you struggle to present a message that is clear and on topic. Always keep your main idea in mind and build onto it. Outline the elements being analyzed, so you can focus your message. |
| Style and voice | The style and voice of your text was carefully considered and developed to engage your intended audience and purpose. | The style and voice of your text suit your intended audience and purpose. | With help you create a text with a style and voice that suit your intended audience and purpose. Working on making these decisions on your own. | With much help you create a text with a style and voice that somewhat suits your intended audience and purpose. As you work on your writing, check with others to be sure it is making sense. |
| Logical and effective structures | The organization of your writing enhances the desired effect on your audience, and clarifies the purpose and context of your creation. You have taken some risks to enhance impact. | Your writing is clearly organized in a manner that is logical to its audience, purpose and context. | With help you create a written piece that is somewhat organized to suit audience, purpose and context. Review the ways this genre of writing could be organized. | You are having trouble creating writing that is organized to suit its audience, purpose and context. Use a visual organizer to help you plan your writing early on. |
| Other cues and conventions | Your syntax is varied and polished and your word choices show style and efficiency. Any exceptions to standard usage are used for stylistic effect. Your text adheres to accepted standards of spelling, punctuation, and capitalization. Any errors are a result of risk taking. | Your syntax is effective, with some variety in length or structure. Your common sentence constructions are correct. The words you use to describe are clear but somewhat generalized. Your spelling, punctuation, and capitalization are generally correct.  | Any uncomplicated sentence structures are usually clear, but your attempts at more complicated structures result in awkwardness and/or obscured meaning. The word choice you used to describe is sometime vague or overused.  | You are having trouble with language cues and conventions. Your sentences are incomplete, run-on, or simple in structure. What tools do you have to improve word choice? What will help with creating effective sentence structure? Where can you go for help with mechanics? |

Notes: