

WRITTEN COMPOSING	Exemplary 6	Mature 5	Competent 4	Developing 3	Beginning 2	Basic 1 (0 = N/A)
	responds <i>creatively</i> , requiring little or no revision	responds <i>fully</i> , requiring only minor revision	responds <i>competently</i> , requiring limited revision	responds <i>inappropriately</i> , requiring focused revision	responds <i>incompletely</i> , requiring extensive revision	responds <i>naively</i> , requiring thorough revision
DOES THE WRITING GENUINELY AND PRODUCTIVELY ENGAGE THE AUDIENCE?						
CONTEXT PURPOSE POSITION AUDIENCE	subtle, challenging claim; inventive, informed position; professional, engaging attitude	explicit, fully developed claim; clear, informed position; deliberate overall strategy	identifiable (if predictable) claim; considered position; workable (if inconsistent) overall strategy	ambiguous claim; tentative position; a major inconsistency in persona or a weak choice of persona	vague, over-generalized, or trite claim; inconsistent persona or a workable persona poorly implemented	no discernible claim; confusing or unspecified position; inappropriate persona
SUBSTANCE SCOPE DEPTH RELEVANCE FAIRNESS	comprehensive, open topic exploration; detailed support for the major claim or dominant impression; responsible, strategic use of sources	reliable, detailed examination of the subject; sufficient, purposeful content; accurate use of sources	adequately chosen content (possibly some lack of range and quality in content); satisfactory use of sources	unfocused or underdeveloped content with some relevant supporting detail; major off-topic or nonproductive content; unintentional plagiarism	weak level of detail; trite, confusing or simplistic content (underdeveloped content; biased sources; conflicting content; crucial omissions)	broad, narrow, underdeveloped, or ill-defined subject; poor or no support for claim; substantive errors in summarizing sources or blatant plagiarism
ORGANIZATION FOCUS STRUCTURE RELATIONSHIP EMPHASIS	sophisticated claim at message and paragraph levels; multiple organizing strategies; subtle transitions; engaging momentum	identifiable, sustained overall claim; solid organization with firm guidance for readers; coherent transitions/sequencing	stated overall claim with supporting subclaims; standard organization; explicit (if mechanical) transitions; prioritized ideas	a major weakness in claims; mechanical organization; a major transitional problem (misdirection, omission, digression); misproportioned space	weak, ambiguous, or unsupportable claim; rambling organization; missing transitions; poor sequencing/prioritizing of ideas	simplistic or incoherent claim; weak paragraph unity; loose or digressive organization; missing or flawed transitions
STYLE CONVENTIONS AESTHETICS VARIETY	creative use of usage conventions; scrupulously responsible citation of sources; innovative voice, tone, sentence structure, vocabulary	adherence to usage standards; clear, functional, accurate citation of source; deliberate language use; fluent, varied sentence structure and diction	adherence to usage standards, but minor problems in layout, headings, margins, pagination, or documentary style; consistent, somewhat varied language	a major pattern of grammatical and/or mechanical errors or several minor errors; absent or nonstandard documentation; weak stylistic strategy; little rhetorical variety	some major, distracting grammatical, documentary, punctuation, or mechanical errors; no documentation; trite discourse	disruptive grammatical, documentary, punctuation, or mechanical errors; naive language use; conspicuous redundancy
DELIVERY CONSISTENCY ENGAGEMENT ACCESSIBILITY LAYERING	innovative accommodation of media and conventions: headings; contrast; typography; white space; paper color, texture, weight, and size; timing; visuals (graphs, charts, tables, video)	purposeful accommodation of media and conventions: headings; contrast; typography; white space; paper color, texture, weight, and size; timing; visuals (graphs, charts, tables, video)	standard use of typography, visuals, and graphics with minor inconsistencies; readable, accessible text; acceptable figure-ground contrast	a major problem with first impression, accessibility, figure-ground contrast, media choice; inconsistent or omitted headings, captions, or visuals; hurried or prolonged closure	multiple problems in media integration and document design that create clichéd, confusing, or distracting first impression; faulty pacing; weak visual conventions or confusing hierarchy	offensive, haphazard, or missing visual guides; inappropriate media choice; color and typography that weaken legibility, readability, or accessibility; little or no figure-ground contrast; monotonous