



IDEAS

The heart of the message

- Clarity - makes sense
- Focus - narrowed and manageable size
- Quality details - beyond obvious or general

ORGANIZATION

The internal structure

- Inviting Opening
- Sequencing - logical and effective
- Transitions - linking ideas and paragraphs
- Pacing
- Effective Ending

VOICE

Personal quality, a sense of the writer behind the words

- Tone or flavor appropriate to the purpose and audience
- Commitment to the topic
- Involvement, enthusiasm and integrity in the writing

WORD CHOICE

Correct and accurate use of language

- Vivid, precise and memorable words
- Effective, original use of everyday words

SENTENCE FLUENCY

How it sounds when read aloud

- Rhythm and cadence
- Smooth and easy flow
- Variety of sentence beginnings, length and patterning

CONVENTIONS

General correctness

- Writing that has been edited and proofread with care
- Spelling
- Punctuation
- Grammar and Usage
- Paragraphing
- Capital Letters

