Assessment Rubric

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| Name: |  | Date: |  |

Use the following checklist to evaluate your work or that of a classmate for the traits of effective writing.

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|  | **Stimulating IDEAS** |
|  | ***The writing . . .**** presents important and interesting information.
* has a clear focus or purpose.
* holds the reader’s attention.
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|  | **Logical ORGANIZATION** |
|  | ***The writing . . .**** includes a clear beginning, middle, and ending.
* uses specific details to support main ideas.
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|  | **Engaging VOICE** |
|  | ***The writing . . .**** shows enthusiasm for the topic.
* speaks in a pleasing and sincere way.
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|  | **Original WORD CHOICE** |
|  | ***The writing . . .**** contains specific and colorful words.
* uses a level of language that the audience can relate to.
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|  | **Effective SENTENCE STYLE** |
|  | ***The writing . . .**** flows smoothly from sentence to sentence.
* uses varied sentence beginnings and lengths.
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|  | **Correct, Accurate COPY** |
|  | ***The writing . . .**** follows the basic rules of grammar, punctuation, and usage.
* follows the correct form for this type of writing.
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