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