

IDEAS

- Clear Position/Purpose
- Facts
- Examples
- Specific Details
- Definitions



Organization

- Clear Focus
- Introductory Paragraph
- Logical sequence of ideas
- Effective use of transitions
- Concluding Paragraph



Word Choice

- Strategic Choices
- Vivid
- Interesting
- Natural
 - Literal when necessary
 - Figurative when appropriate



VOICE

Appropriate for the:

- Audience
- Purpose
- Task



Clear

Confident

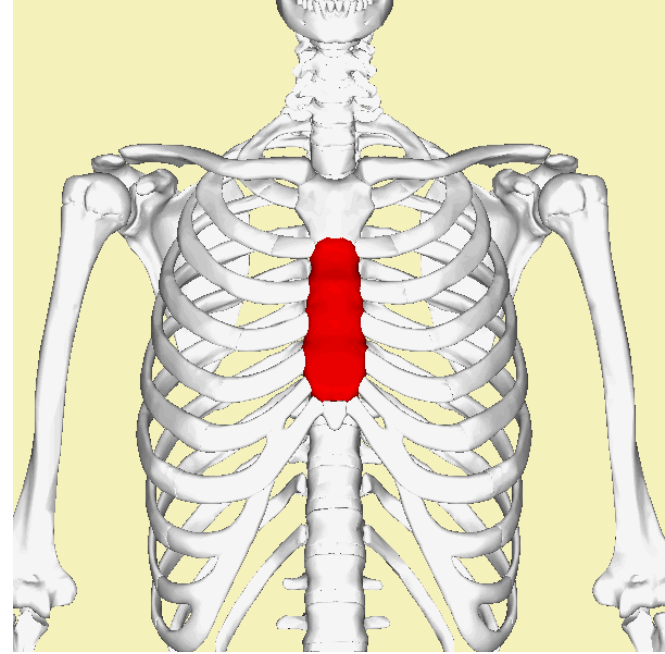
Convincing

Consistent

Conventions

Consistently Correct:

- Spelling
- Capitalization
- Punctuation
- Errors do not cloud meaning
- Easy to Read



Sentence Fluency



VARY:

- Sentence Length
- Sentence Beginnings
- Sentence Structure
- Subject/verb agreement
- Transitions