



## CONTENT AND IDEAS

*The Heart of the Message*

- **The Heart of the Message** – main idea is evident
- **Clarity** – makes sense
- **Narrow topic** – focused and manageable size
- **Details** – beyond obvious or general (*dialogue, setting, thought shot, character action, physical descriptions*)
- **Show, Don't Tell**

## ORGANIZATION

*Internal Structure*

- **Inviting opening**
- **Effective ending**
- **Sequencing** – logical and effective
- **Transitions** – linking ideas and paragraphs
- **Genre specific elements**

## WRITING PROCESS

*Evidence of:*

- **Prewriting**
- **Revision**
- **Editing**

## STYLE AND VOICE

*Voice-personal tone and flavor of the author's message*

- **Tone or personal flavor** – appropriate to the purpose, topic, audience, and form/genre
- **Effective word choice** – vivid, precise, and memorable
- **Variety of sentence beginnings, lengths, and patterns**
- **Reader gains a sense of text/author intent**

## CONVENTIONS

*General mechanical correctness of the piece*

- **Sound-symbol/conventional spelling**
- **Spacing**
- **Grammar and usage**
- **Capital letters**
- **Punctuation**