

Rubric for Written Information

Criteria	Level 1	Level 2	Level 3	Level 4
Reasoning <ul style="list-style-type: none"> ▪ understands the purpose of the task ▪ develops ideas and relates them to the purpose and each other 	<input type="checkbox"/> demonstrates very limited reasoning by using some simple ideas that are inconsistently related to the purpose and/or each other	<input type="checkbox"/> demonstrates limited reasoning by using simple ideas that are related to the purpose of the task and/or each other	<input type="checkbox"/> demonstrates reasoning by using ideas of some complexity that are clearly related to the purpose of the task and to each other	<input type="checkbox"/> demonstrates reasoning by using complex ideas that are clearly and coherently related to the purpose of the task and to each other
Communication <ul style="list-style-type: none"> ▪ uses appropriate voice and addresses a specific audience ▪ uses appropriate writing techniques 	<input type="checkbox"/> writes unclearly with a limited sense of voice and audience <input type="checkbox"/> uses a few very simple writing techniques related to the form of the task	<input type="checkbox"/> writes with some clarity and some sense of voice and audience <input type="checkbox"/> uses some simple writing techniques related to the form of the task	<input type="checkbox"/> writes with clarity and a good sense of voice and audience <input type="checkbox"/> uses a range of writing techniques related to the form of the task	<input type="checkbox"/> writes with clarity and a strong sense of audience and voice <input type="checkbox"/> uses a range of complex writing techniques related to the form of the task
Organization of ideas <ul style="list-style-type: none"> ▪ uses logical sequence in sentences, paragraphs and overall organization and structure 	<input type="checkbox"/> very limited evidence of organization by presenting incomplete ideas and information with only a few logical connections	<input type="checkbox"/> some evidence of organization by developing ideas and information that are related in simple, mechanical ways	<input type="checkbox"/> good organization and focus by developing ideas and information using appropriate and logical connections	<input type="checkbox"/> strong organization and focus by developing ideas and information using a range of complex and logical connections
Applications of language conventions <ul style="list-style-type: none"> ▪ applies language conventions correctly 	<input type="checkbox"/> limited accuracy in spelling, grammar and punctuation	<input type="checkbox"/> some accuracy in spelling, grammar and punctuation	<input type="checkbox"/> general accuracy in spelling, grammar and punctuation	<input type="checkbox"/> consistent accuracy in spelling, grammar and punctuation

Newspaper Advertisement

Advertisement <ul style="list-style-type: none"> ▪ clarity ▪ organization ▪ audience ▪ conventions 	<input type="checkbox"/> limited clarity <input type="checkbox"/> limited organization <input type="checkbox"/> limited effectiveness for audience <input type="checkbox"/> little accuracy in conventions	<input type="checkbox"/> some clarity <input type="checkbox"/> some organization <input type="checkbox"/> approaching intended audience <input type="checkbox"/> some accuracy in conventions	<input type="checkbox"/> written clearly <input type="checkbox"/> good organization <input type="checkbox"/> for audience <input type="checkbox"/> accuracy in conventions	<input type="checkbox"/> written clearly and concisely <input type="checkbox"/> organized and connected <input type="checkbox"/> audience effective <input type="checkbox"/> consistent accuracy in conventions
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