**Ideas**

**Organization**

**Voice**

**Word Choice**

**Sentence Fluency Fluency**

**Conventions**

**Narrow and Focused topic**

**Clear**

**Message**

**Interesting**

**Story**

**Well Chosen**

**Details that Elaborator**

**on the Main Idea**

**Accurate**

**Information**

**Reader`s Questions**

**are anticipated**

**and answered**

**Strong**

**Lead**

**Everything Links to the Message**

**Take it**

**Away Ending**

**Logical Order of Events**

**Smooth**

**Transitions**

**Effective**

**Pacing**

**Sounds Like I**

**Wrote It**

**Voice Fits**

**the Topic**

**Voice Fits**

**Purpose and Audience**

**Passion for**

**the Topic**

**Sensory**

**Detail**

**Use Words**

**You Love**

**Don’t Repeat Words**

**Too**

**Many Times**

**Precise**

**Language**

**Unique and Memorable Phrases**

**Vivid**

**Descriptions**

**The Writing**

**Is Natural**

**Sentences Begin in Different Ways**

**Vary Sentence Length**

**Writing Sounds**

**Smooth When**

**Read Aloud**

**Has a Natural Rhythm**

**Dialogue is Authentic**

**Text is Easy**

**to Read**

**Text is Easy**

**To Read**

**Leave Space Between Words**

**Use Ending Punctuation**

**Use Capital Letters**

**in The**

**Right Places**

**Spell Words Correctly**

**Supports the readers understanding**

**of the text.**

**Effective paragraphing that strengthens the structure of the writing.**

**Effective use of conventions helps support the meaning and voice.**