Scoring Criteria for On-Demand Writing

These criteria will be used to score your work.

Communicating with an Audience through **Purpose/Focus**

- Establishes and maintains an authentic purpose
- Addresses an appropriate audience
- Establishes and maintains an awareness of audience needs

Communicating with an Audience through **Idea Development**

- Develops ideas with sufficient depth and complexity to support audience and maintain a focused purpose
- Elaborates ideas with details, support and examples specifically relevant to the audience and purpose
- Applies characteristics of the mode

Communicating with an Audience through **Structure**

- Demonstrates coherent and effective text structure in relation to the purpose
- Includes a logical progression of ideas
- Maintains coherence within and between paragraphs
- Uses effective transitional elements within and between paragraphs guiding the reader through the text and clarifying the relationship of events, ideas, concepts or arguments
- Maintains control of sentence structure
- Varies sentence structure effectively

Communicating with an Audience through **Language and Conventions**

- Selects and maintains word choices to effectively communicate with the audience
- Employs voice and tone appropriate for audience and purpose
- Communicates with audience effectively, applying correct grammar, usage and mechanics