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| Category | Exemplary  4 | Proficient  3 | Needs Improvement  2 | Unacceptable  1-0 |
| Purpose | Student work:  Establishes and maintains a compelling purpose.  Demonstrates an insightful understanding of audience and task. | Student work:  Establishes and maintains clear purpose.  Demonstrates an appropriate awareness of audience and task. | Student work:  Establishes a purpose.  Demonstrates minimal awareness of audience and task. | Student work:  Does not establish a clear purpose.  Demonstrates no awareness of audience and task. |
| Organization | Reflects sophisticated organization with respect to content  Demonstrates logical progression of ideas that enhances the purpose and focus of the work  Utilizes seamless transitions | Reflects organization throughout  Demonstrates logical progression of ideas  Maintains a clear focus.  Utilizes transition | Reflects minimal organization throughout  Demonstrates logical progression of ideas at times  Demonstrates some focus  Contains weak transitions | Reflects no organization.  Lacks logical progression of ideas  Lacks focus  Lacks transitions |
| Content | Is vivid, explicit, and accurate  Exhibits original ideas that are highly developed and enhanced by specific details and examples | Is accurate, relevant, and appropriate  Features developed ideas supported by details and examples | Contains inaccuracies  Develops ideas, but not fully supported by details and examples  . | Is barely apparent or inaccurate  Lacks clarity of ideas with no supporting details or examples  . |
| Use of Language | Demonstrates excellent use of language  Demonstrates a highly effective use of standard writing conventions to enhance communication.  Approaches or realizes flawlessness | Demonstrates competent use of language  Demonstrates effective use of standard writing conventions  Does not contain errors that detract from meaning | Approaches a competent use of language  Demonstrates reasonable use of standard writing conventions  May contain some errors that detract from meaning | Demonstrates a lack of competent use of language  Demonstrates little or no use of standard writing conventions.  Contains severe errors that detract from meaning |