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Focus and Purpose	The focus is clear throughout the entire document. The writer's intent is well articulated and understood.	The focus seems relatively clear with the purpose of the document being somewhat understandable.	The focus is mentioned in the document but needs more explanation in order to understand.	It is unclear what the focus is exactly, but the writer seems to have some reason for writing this piece.	There seems to be no focus or purpose whatsoever.
Content	Content is specific, detailed, and engaging to readers. The content choices are intentional and meaningful.	Content is specific and engages readers. The content choices are intentional but not purposeful.	Content is somewhat developed to interest readers but may need more details.	Content is there but lacks purpose or intention.	The content is readable but has no meaning.
Organization	The content is organized in a sophisticated manner. There are smooth transitions between topics and it is easy to understand.	The organization is functional and logical. The piece transitions somewhat smoothly between topics and makes its point.	The organization is inconsistent. The transitions are choppy and it is difficult for the reader to follow.	There are hints at organization but not enough to make it coherent.	There is little or no organization.
Style and Tone	Precise and intentional use of style, words, and structure create a consistent and appropriate voice for the audience.	General use of style and words that create a sense of the author's tone.	The style and word choice are varied, but not intentional. The tone is present but undetermined.	Limited control of style and vocabulary. The author's tone is indistinguishable.	Style and word choice are minimal.
Grammar, Formatting, and Spelling	Distinct control of grammar, formatting, and spelling exhibited throughout the document.	Relative control of grammar, spelling and sentence construction throughout.	Limited control of grammar and spelling that is scattered within the document.	Minimal control of the conventions of grammar, spelling, and sentence structure.	Grammar, spelling, and sentence structure are barely present.