KEY TRAITS	4	3	2	1
IDEAS AND EVIDENCE	- The introduction catches the reader's interest and introduces a clear thesis statement. - Relevant facts, concrete details, interesting quotations, and examples from reliable sources all elaborate upon the topic. - Graphic and multimedia elements are clear, helpful, and relevant to the topic. - The conclusion clearly summarizes and supports the information presented.	- The introduction could do more to grab the audience's attention, but it introduces a clear thesis statement. - One or two key points could use more elaboration. - Graphic and multimedia elements are relevant to the topic, but could be clearer and more helpful. - The conclusion mostly summarizes and supports the information presented.	- The introduction does not engage the audience; the thesis is not clearly expressed. - Most key points need more elaboration; some facts, details, quotations or examples are not relevant to the controlling idea. - Graphic and multimedia elements are distracting or not helpful. - The conclusion partially summarizes the information presented but leaves some loose ends for the reader.	- The introduction is missing. - Facts, details, quotations, and examples are from unreliable sources, are irrelevant to the controlling idea, or are missing. - Graphic and multimedia elements are missing or not related to the topic. - The conclusion is missing.
ORGANIZATION	- The organization is effective and logical throughout the essay. - Signal words and transitions clearly show connections between related ideas.	- The organization is confusing in a few places but mostly follows a pattern. - A few more signal words and transitions are needed to connect related ideas.	- The organization is logical in some places but often doesn't follow a pattern. - Signal words and transitions do not effectively connect related ideas.	- A logical organization strategy is not used; information is presented randomly. - Transitions and signal words are not used, making the text difficult to understand.
LANGUAGE	- The writing reflects a formal style and objective tone. - Language is vivid and precise. - Sentence beginnings, lengths, and structures vary; the writing has a rhythmic flow. - Spelling, capitalization, and punctuation are correct. - Grammar and usage are correct.	- The style becomes informal in a few places, and the tone is not consistent. - Language could be more vivid or precise, but still expresses the writer's meaning. - Sentence beginnings, lengths, and structures have some variety. - Several spelling, capitalization, and punctuation mistakes occur. - Some grammatical and usage errors appear.	- The style becomes informal in many places, and the tone is often emotional rather than objective. - Overly general language is used in many places, and much of the description is vague. - Sentence structures barely vary, and some fragments or run-on sentences are present. - Spelling, capitalization, and punctuation are often incorrect but do not make reading the text difficult. - Grammar and usage are incorrect in many places, but the writer's ideas are still clear.	- The style is inappropriate, and the tone is disrespectful or offensive. - Language is too general and vague to convey the information. - Repetitive sentence structure, fragments, and run-on sentences make the writing hard to follow. - Spelling, capitalization, and punctuation are incorrect throughout. - Many grammatical and usage errors change the meaning of the writer's ideas.