### 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 |
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