

POINTS	0	1	2	3
<b>Mechanics:</b> <ul style="list-style-type: none"> <li>• Spelling</li> <li>• Punctuation</li> <li>• Grammar</li> </ul>	Distracting errors in punctuation, spelling, capitalization & grammar.	A few errors in punctuation, spelling, capitalization & grammar. (3-4)	Punctuation, spelling, capitalization & grammar are generally correct, with few errors. (1-2)	Punctuation, spelling, capitalization & grammar are correct. No errors.
<b>Style:</b> <ul style="list-style-type: none"> <li>• Sentence structure, flow &amp; variety</li> <li>• Diction</li> </ul> <b>Organization:</b> <ul style="list-style-type: none"> <li>• Answers 2 questions</li> <li>• Essay is organized and readable</li> </ul>	<p>Writing is confusing, hard to follow. Contains fragments and/or run-on sentences. Inappropriate diction.</p> <p>Fails to answer one or more questions. No discernable organization.</p>	<p>Writing is clear, but sentences may lack variety. Diction is appropriate.</p> <p>Gives only basic answers to 2 questions. There is some organization.</p>	<p>Writing is clear and sentences have varied structure. Diction is consistent.</p> <p>Answers 2 questions in some detail. Organization is fairly clear but lacks flow.</p>	<p>Writing is smooth, skillful, coherent. Sentences are strong and expressive with varied structure. Diction is consistent and words well chosen.</p> <p>Answers 2 questions thoroughly. Organized with a logical progression of ideas.</p>
<b>Voice</b> <ul style="list-style-type: none"> <li>• Writing gives the reader a sense of you as a person</li> </ul>	<p>The reader cannot sense any sincerity or honesty in the paper.</p> <p>The reader has no connection to the writer.</p> <p>The writing is not very interesting throughout the essay</p> <p>The writing is factual and does not cause the reader to feel anything.</p> <p>The writer does not seem to care about the topic</p>	<p>The essay has some moments of honesty and sincerity.</p> <p>The voice is occasionally strong but mostly hides behind general, unspecific language.</p> <p>The writing hides as much of the writer's personality as it shows.</p> <p>The writer seems afraid to show how he really feels.</p> <p>The reader only sometimes gets a sense of emotion from the writing</p>	<p>The essay is generally honest and sincere, but strikes one or more "wrong notes".</p> <p>The language is mostly detailed and specific, but occasionally lapses into generalities.</p> <p>The writer mostly shows how he/she feels, but this is inconsistent.</p> <p>The reader gets some sense of connection and emotion from the writing</p>	<p>The essay is honest and sincere; it is written from the heart.</p> <p>The language helps the reader "see" who the writer is.</p> <p>The writer shows feelings and emotions.</p> <p>The writer cares about the topic</p> <p>The reader gets a real sense of emotion from the writing</p>
<b>Vision:</b> <ul style="list-style-type: none"> <li>• Your ideas &amp; vision for what Sweet Cakes will be</li> </ul>	<p>Essay lacks a vision for <b>your</b> Sweet Cakes.</p> <p>Ideas are unclear or confusing</p>	<p>A vision for <b>your</b> Sweet Cakes is expressed, but lacks conviction or imagination</p> <p>Ideas are somewhat clear, but lack detail.</p>	<p>Vision for <b>your</b> Sweet Cakes is somewhat interesting, but fails to 'grab' the reader</p> <p>Ideas are mostly clear, with some supporting detail or examples.</p>	<p>Vision for <b>your</b> Sweet Cakes is compelling, creative &amp; imaginative.</p> <p>Ideas are clear, with supporting details or examples.</p>