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| **OWEN WRITING RUBRIC** |  |  |
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| **Goal: Writing clearly, concisely, persuasively** | ***Improvement needed*** | ***Acceptable*** | ***Outstanding*** |
|   | Does not follow directions of assignment for formatting and contains more than two errors in headings, margins, spacing, and length.  | Includes the required components of the assignment, including no more than one error in headings, margins, spacing, and length.  | Professional look (headings, margins, spacing, length) that creates a visual appealing layout that makes it easy to follow.  |
| Trait 1: **Format** |
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| Trait 2: **Mechanics** | Contains multiple grammatical errors in spelling, punctuation, or word choice.  | No more than three errors in spelling, punctuation, or word choice. | No misspelled or misused words, or incorrect punctuation.  |
| Trait 3: **Clear** | Two or more sentences per page are choppy or difficult to understand.  | No more than one sentence per page is choppy and/or difficult to understand.  | All sentences are clear, well organized, and easy to understand.  |
| Trait 4: **Concise** | Information is repetitive with multiple filler phrases and unneeded words.  | Information is somewhat repetitive and there are few filler phrases.  | Information is presented concisely, and to the point with no unneeded words or phrases. |
| Trait 5: **Complete** | Questions in the assignment are not answered and required content is omitted. | Questions in the assignment are generally answered and required content is reasonably complete.  | All questions in the assignment are answered. Required content is complete.  |
| Trait 5: **Compelling** | Writing is unpersuasive with inconsistent tone and few action verbs. | Writing is somewhat persuasive, but poor tone or lack of action verbs limits effectiveness.  | Appropriate tone, strong action verbs, and credible content are very persuasive.  |