

Exhibition Essay Rubric: Research-Based Persuasive

	Focus and Meaning	Content and Development	Organization	Language Use, Voice and Style	Mechanics and Conventions
	The extent to which the essay establishes and maintains a controlling idea/thesis, an understanding of purpose and audience, and completion of the task.	The extent to which the essay develops ideas fully and artfully using extensive, specific, accurate and relevant details (facts, examples, anecdotes, statistics and explanations.	The extent to which the essay demonstrates a unified structure, direction and unity, including transitional devices.	The extent to which the essay demonstrates an awareness of audience and purpose through effective sentence structure, sentence variety, word choice and usage that together create voice and tone.	The extent to which the essay demonstrates control of conventions, including paragraphing, grammar, punctuation and spelling.
A	Very Effective Focus and Meaning. Establishes and maintains an insightful controlling idea/thesis; demonstrates a thorough understanding of purpose and audience; completes all parts of the task and may go beyond the limits of the task.	Very Effective Content and Development. Develops ideas fully and artfully, using a wide variety of appropriate details to support ideas. Effectively develops arguments, using a wide variety of specific, accurate, and relevant detail to support the writer's position and, where applicable, convincingly addresses readers' opposing points of view or counterarguments.	Very Effective Organization. Demonstrates a cohesive and unified structure with an engaging introduction and a strong conclusion; effective use of paragraphing and transitional devices throughout.	Very Effective Language Use, Voice and Style. Demonstrates precise language and word choice, a defined voice, and a clear sense of audience; uses well-structured and varied sentences.	Very Effective Control of Conventions and Mechanics. Few or no errors in grammar, mechanics, punctuation and spelling.
B	Adequate Focus and Meaning. Establishes a controlling idea and demonstrates a basic understanding of the purpose and audience; completes many parts of the task.	Adequate Content and Development. Develops ideas adequately, using sufficient details to support ideas. Develops arguments using sufficient specific, accurate and relevant details to support the position and, where applicable, clearly addresses readers' opposing points of view or counterarguments.	Good Organization. Demonstrates a mostly unified structure with a good introduction and conclusion; consistent use of paragraphing and transitional devices.	Good Language Use, Voice and Style. Demonstrates appropriate language and word choice, with some evidence of voice and a clear sense of audience; uses well-structured sentences with some variety.	Good Control of Conventions and Mechanics. Few errors in grammar, mechanics, punctuation and spelling that do not interfere with the message.
C	Limited Focus and Meaning. Establishes a controlling idea/thesis but demonstrates little understanding of purpose and audience; completes some parts of the task.	Limited Content and Development. Develops ideas briefly and inconsistently, using insufficient details to support ideas and defend position.	Limited Organization. Demonstrates evidence of structure with an uncertain introduction and conclusion; lacks paragraphing and some transitional devices.	Limited Language Use, Voice and Style. Demonstrates simple language and word choice, some awareness of audience and control of voice; relies on simple sentences with insufficient sentence variety and word choice.	Limited Control of Conventions and Mechanics. Several noticeable errors in grammar, mechanics, punctuation and spelling that may interfere with the communication of the message.
F	Inadequate or No Focus and Meaning. Fails to establish a controlling idea/thesis; demonstrates no understanding of purpose and audience; and completes no parts of the task.	Inadequate or No Content and Development. Fails to develop ideas, using no details to support ideas and defend position.	Inadequate or No Organization. Demonstrates no evidence of structure with no introduction or conclusion; no evidence of paragraphing and transitional devices.	Inadequate Language Use, Voice and Style. Demonstrates unclear or incoherent language and word choice, no awareness of audience, and major errors in sentence structure and usage.	Limited Control of Conventions and Mechanics. Several noticeable errors in grammar, mechanics, punctuation and spelling that may interfere with the communication of the message.