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| Category | Above and Beyond (A) | Gives strong effort (B) | Gives effort but doesn’t meet all requirements (C/D) | Fails to meets requirements (F) |
| Language Conventions | Writer makes no errors in grammar or spelling that distract the reader from the content. | Writer makes 1-2 errors in grammar or spelling that distract the reader from the content. | Writer makes 3-5 errors in grammar or spelling that distract the reader from the content. | Writer makes more than 5 errors in grammar or spelling that distract the reader from the content. |
| Focus on Topic | There is one clear, well-focused topic. Main idea stands out and is supported by detailed information. | Main idea is clear but the supporting information is general. | Main idea is somewhat clear but there is a need for more supporting information. | The main idea is not clear. There is a seemingly random collection of information. |
| Sentence Structure | All sentences are well-constructed with varied structure. | Most sentences are well-constructed with varied structure. | Most sentences are well-constructed but have a similar structure. | Sentences lack structure and appear incomplete or rambling. |
| Word Choice | Writer uses vivid words and phrases that linger or draw pictures in the reader's mind, and the choice and placement of the words seems accurate, natural and not forced. | Writer uses vivid words and phrases that linger or draw pictures in the reader's mind, but occasionally the words are used inaccurately or seem overdone. | Writer uses words that communicate clearly, but the writing lacks variety, punch or flair. | Writer uses a limited vocabulary that does not communicate strongly or capture the reader's interest. Jargon or cliches may be present and detract from the meaning. |
| Photo of Object | Presents an uniquely developed photo | Presents a well developed photo | Simple photo of the object | Does not include a photo |