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|   | **10 /9** | **8.5/8/7.5** | **7** | **6.5/6/5.5** |
| **Criteria met**  | On Edublog with TAG: FoodandyouA (D)Title is creative and hints at content All content included (hook, atmosphere, price point, food, service, décor, conclusion)Image is included and relevant | Not on EdublogMore content needs to be included |
|  **Purpose and Meaning** | Paragraph is **powerful** and the meaning/purpose is implied but clear. **Mature subject** that is communicated creatively.  | Meaning/purpose is implied but clear. Mature subject and writing.  | Meaning/purpose is clear. May be explicit. Subject is interesting but may be simple.  | Meaning/purpose is unclear and/or explicit. Subject may be too simple or not properly described.  |
| **Tone/Language** | Chooses words that are **clear, descriptive and accurate**. Senses are engaged and vocabulary is **sophisticated.** Tone is consistent.  | Adequately chooses words that are clear and descriptive. Senses are engaged and vocabulary is usually sophisticated. Tone is consistent.  | Chooses some words that are clear and descriptive but may be simple. Tone is uneven.  | Language and tone of letter is unclear and lacks description. Simple words with little risk.  |
| **Sentence Structure** | Sentences are **complete, well written and complex**.Writing flows with minimal interruptions for clarification of ideas | Sentence structure is generally correct.  Writing flows but sentences could be more complex and varied.  | Sentence structure is generally correct. Writing does not flow due to confusing ideas OR sentences are simple.  | Simple sentences and/orconfusing to read.  |
| **Mechanics and Grammar** | Mechanics and conventions are **flawless**. Rules in academic writing are followed Terms learned in class are followed. Eg. FANBOYS, commonly confused words, commas  | Mistakes and mechanics and conventions are minimalRules in academic writing are followed. Terms learned in class are followed. Eg. FANBOYS, commonly confused words, commas | Mistakes in mechanics and conventions are evident but don’t impede meaning. Some mistakes in academic writing. Terms learned in class need review. Eg. FANBOYS, commonly confused words, commas | Mistakes and mechanics stall reading and impede meaning. Mistakes in academic writing.Terms learned in class need review . Eg. FANBOYS, commonly confused words, commas |