

Ideas

A clear point, *message*, theme or story line, backed by important, carefully chosen details and supportive information

- What is my *MESSAGE*?
- Is my *message CLEAR*?
- Do I have enough *INFORMATION*?

Organization

How a piece of writing is structured and ordered.

- How does my paper BEGIN?
- Did I tell things in order?
- What is the MOST IMPORTANT things in my paper?
- How *does* my paper END?

Voice

The fingerprints of the writer on the page- the writer's own special, personal style coming through in the words, combined with concern for the informational needs and interests of the audience.

- Do I **REALLY LIKE** this paper?
- Does it sound like **ME**?
- How do I want my reader to **FEEL**?
- My favorite part is _____.

Conventions

Editorial correctness and attention to any detail a copy editor would review, including:

- spelling
- grammar and usage
- capitalization
- paragraph indentation
- punctuation

Did I use a TITLE?

Did I leave MARGINS on the sides? At the bottom?

Did I use CAPITAL letters? Why?

Did I use PERIODS? How about QUESTION MARKS?

Did I do my BEST on spelling?

Could another person read this?

Word Choice

Language, phrasing, and the knack for choosing the “just right” word to get the message across.

- Have I used some words I LOVE??
- Can my reader tell what my words MEAN?
- Did I use any NEW words?
- My favorite word in this paper is _____.

Sentence Fluency

The rhythm and sound of the writing as it is read aloud.

- Did I use *SENTENCES*?
- How many sentences are in my paper?
- How many different ways did I start my sentences?
- Did I use some LONG sentences?
- Did I use some SHORT sentences?