A: Content is focused on an important cause/effect point, with interesting and developed support including causal analysis, in-depth details, insightful moments. Organization is compelling and effective. Voice gives an exceptional sense of the writer: engaging and sincere. Word choice is exceptional, creative, and helps to enhance the topic. Sentence construction and conventions demonstrate a complex command of the language.

B: Content is clear, focused on a cause/effect point and easily understood. Parts may be general, but overall good including causal details and insight. Organization is clear, but may be formulaic; transitions good-but may need work. Voice is sincere, and shows the writer cared about this event. Word choice gets the job done, at times very well. Sentence variation and conventions show a good command of language, with just minor mistakes or repeated mistakes.

C: Content may be too generic (point not very clear) and is not very focused, though it still has cause/effect points. May also be too short. Organization problems (skipping around, or problems with transitions) hinder the flow. Voice may be weak; hard to tell the author cared about the topic, or was unaware of audience. Problems in consistency in all areas. Sentence patterns are simplistic or repeated. Problems in conventions, but not too many.