

## Ideas

**Key Question: Does the writer engage the reader with fresh information or perspective on a focused topic?**

**Not Proficient**

**Proficient**

	1-Beginning	2-Emerging	3-Developing	4-Capable	5-Experienced	6-Exceptional
	No main idea(s) or purpose can be inferred	Main idea(s) is beginning to emerge, but author's direction is not clear	Main idea(s) is stated or implied but is unclear, unfocused, inaccurate and/or restatement of prompt	Main idea(s) is/are clear, focused, and accurate, with adequate development and/or beyond restatement of prompt	Main idea(s) is/are clear, focused, and accurate, and complex, with convincing development and/or support	Main idea(s) is/are clear, focused, accurate, and significant, providing unique, substantial insights that are fully developed
A	No main idea is conveyed	Main idea is unfocused, and supported with repetitious, and/or random ideas superficially related to the topic	Main idea is suggested but still unclear, unfocused and/or inaccurate	Main idea(s) is/are clear, focused and accurate and show a direct relationship to prompt	Main idea(s) is/are clear, substantive, focused and accurate	Main idea(s) is/are clear, original, substantial, focused, and accurate, and drives the direction of the piece
B	Development and support of main idea are not evident	Development and support of main idea are based on limited, faulty, or unclear information and/or details	Development of main idea is limited or has incidental support, lacking in specificity and relevance; some details emerge, one or more alternate claims may be acknowledged, but not fully developed	Development of main idea(s) is/are adequate, with generally accurate and relevant supportive information and/or details; one or more alternate claims are addressed	Development of main idea(s) is/are convincing with specific, relevant supportive information and/or vivid details; alternate claims are addressed and examined thoroughly	Development of main idea(s) is/are thoughtful with compelling, supportive information and/or details that create clear pictures for the reader; alternate claims are thoroughly examined or addressed in original ways to enrich the author's claim
C	Author does not demonstrate evidence of original approach to topic	Author generalized about the topic/main idea(s) without providing logical connections among supporting ideas	Author begins to develop supporting ideas, but they lack clarity and obvious logical connections	Author presents useful information that helps the reader understand the author's reasoning/logic and perspective	Author presents fresh information or perspective with logical reasoning that clarifies complex ideas	Author communicates clear, logical reasoning that introduces unique insights into complex ideas
D	Evidence from sources is absent or incorrect; support is obviously plagiarized	Evidence from sources is vague, inaccurate, and/or weakly integrated, without attribution or acknowledgement; much support is likely plagiarized	Evidence from sources is weakly integrated; if provided, attribution or acknowledgement is general; some support may appear plagiarized	Evidence from sources is integrated, including proper attribution or acknowledgement	Evidence from sources is directly integrated, including proper attribution or acknowledgement	Comprehensive evidence from sources is smoothly integrated, including proper attribution or acknowledgement
E	Author does not appear to be writing with a reader in mind	Author shares information but does not anticipate what the reader knows or believes	Author attempts to engage reader; however, important questions remain that cloud the reader's understanding	Author engages reader in exploring ideas and answers questions critical for understanding	Author knows audience and anticipates and addresses the reader's knowledge, questions and possible biases	Author engages reader on multiple levels, anticipating the reader's knowledge and biases and answering all critical questions