

Newsletter Scoring Guide

Descriptor	Effective	Adequate	Somewhat	Little or None
Points	10-9	8-7	6-4	3-0
Content	My newsletter reflects my identity's point of view and depicts several real events in daily life relevant to the printed word and its impact on personal or professional life.	My newsletter reflects my identity's point of view and depicts some real events in daily life relevant to the printed word and its impact on personal or professional life.	My newsletter somewhat reflects my identity's point of view and depicts minimal events in daily life that are not always relevant to the printed word and its impact on personal or professional life.	My newsletter does not reflect my identity's point of view and seems to be about a lot of different, unrelated events that do not show impacts on personal or professional life.
Creativity	I surprise the reader with appropriate, unusual features that add meaning and contribute to the reader's enjoyment and understanding.	I include some unusual features to add meaning and enhance the reader's enjoyment.	I try to add some unusual features, but they may not add to the meaning.	My interpretation is predictable.
Word Choice	I use many emotional and interesting words that make my entry seem realistic.	I use some emotional and interesting words when I can.	I often use ordinary, predictable words.	I usually use ordinary, predictable words.
Examples and Details	I use appropriate, vivid details and examples in my writing to prove I know a lot about how the printed	I use appropriate detail in my writing to prove I know how the printed word impacted my identity's life.	Some of my writing is too general and does not have enough detail to prove I know how the printed word	I have very little detail in my writing and offer little or no proof that I know how the printed word

	word impacted my identity's life. I attributed more than one relevant graphic image.	I attributed one relevant graphic image.	impacted my identity's life. I attributed one graphic image that may not be relevant.	impacted my identity's life. I did not attribute a graphic image.
Sentence Fluency	Some sentences are long, some are medium, and some are short. I start my sentences with different words and phrases so they do not all sound the same.	I have some variety in my sentence lengths and beginning words.	Many of my sentences are about the same length, and some of them begin with the same kind of phrase or word.	My sentences are mostly about the same length, and many of them begin with the same kind of phrase or word.
Conventions	I am careful to check my writing for accuracy in spelling, capitalization, grammar, and punctuation, so I do not have any mistakes.	I check my writing for accuracy in spelling, capitalization, grammar, and punctuation, and I do not have any mistakes that would confuse people while they are reading.	I check my writing for accuracy in spelling, capitalization, grammar, and punctuation, but sometimes I have mistakes that confuse people while they are reading.	I do not check my writing for accuracy in spelling, capitalization, grammar, and punctuation, and I have several mistakes that confuse people while they are reading.
Total Points:				