|  |  |  |
| --- | --- | --- |
| Name: | Grade: |  |
|  | **10** | **9** | **8** | **7** | **6** | **5** | **NOTES** |
| **IDEAS/CONTENT**Writer tells a coherent story about an experience with a specific product and related ad(s).  |  |  |  |  |  |  |  |
| Descriptive, concretelanguage is used to draw the reader into the experience. Writer describes at least one ad in detail. |  |  |  |  |  |  |
| Work reflects thoughtfully on the meaning / symbolism of the product, ad. |  |  |  |  |  |  |
| Writer explores clearly how this experience affected ideas about gender, beauty, relationships, and/or sexuality. |  |  |  |  |  |  |
| Writer uses specific examples from his/her life to support his/her ideas. |  |  |  |  |  |  |
| **ORGANIZATION**Introduction draws the reader in with a moment or story and provides necessary context (who, what, when, where, why). |  |  |  |  |  |  |
| Paragraphs fit into overall structure: they relate to paragraphs before and after. Writer transitions reader between ideas. |  |  |  |  |  |  |
| Each paragraph has a main idea and flows as a coherent unit of thought. |  |  |  |  |  |  |
| **STYLE/MECHANICS**Sentence style is clean, precise, and avoids “filler” per the style handout. |  |  |  |  |  |  |
| Work is formatted cleanly and correctly. |  |  |  |  |  |  |
| Paper contains no grammar, spelling, or punctuation errors, or other typos. |  |  |  |  |  |  |
| **PROCESS** Writer submits a complete first draft. |  |  |  |  |  |  |
| Writer participates in and submits the peer review activity. |  |  |  |  |  |  |  |
| Writer submits a secondary, working draft between the first and final. |  |  |  |  |  |  |  |
| Final draft shows significant improvement from the first draft. |  |  |  |  |  |  |  |

**10**=excellent, always. **9**=very good, consistently. **8**=average, mostly. **7**=below average, sometimes. **6**=well below average, rarely. **5**=not at all