

Category	4 (90 -100%)	3 (80- 89%)	2 (70 -79%)	1 (60 -69%)
<p>Ideas/Content The meaning and development of the message</p>	<ul style="list-style-type: none"> • clear topic (narrow and manageable), • original ideas(goes beyond the obvious or predictable) connection of ideas • enriching details that are relevant and accurate • shows connections • insightful conclusion 	<ul style="list-style-type: none"> • general focus on topic, but broad • some original ideas, but reader still has questions • some supporting details • attempts insightful conclusions 	<ul style="list-style-type: none"> • Beginning to define topic • few original ideas • disconnected • focus shifts — • few supporting details (vague) 	<ul style="list-style-type: none"> • unfocused topic • incomplete ideas • lacks meaningful details • searching for a topic • disconnected thoughts • no purpose