Profile Rubric

	Exceeds	Meets	Attempts	Does Not Meet	Fails	
Content (50%)	Main idea is interesting and clearly identifiable	Main idea is clearly identifiable	Main idea is identifiable	Main idea is difficult to identify	Main idea is unidentifiable	
	Maintains strong focus and controlling purpose throughout	Maintains focus and purpose	Maintains focus through much of the essay	Focus lapses; often unclear	Unfocused	
	Discusses the subject matter insightfully	Discusses the subject matter effectively	Discusses the subject matter	Attempt at discussion	Incomplete	
	Includes an attention-grabbing image that enhances the reader's understanding of the paper	Includes an image that enhances the reader's understanding of the paper	Includes an image that is consistent with the content of the paper	Includes an image that is inconsistent with the content of the paper	Does not include an image	
Style (40%)	Well-organized	Effectively organized	Functional organization	Poorly organized	Disorganized	
	Contains detailed, vivid imagery & description	Contains detailed description and/or imagery	Contains visual / sensory descriptions	Visual / sensory descriptions are lacking	No visual / sensory descriptions present	
	Powerful usage of tone and voice contributes to the effectiveness of the piece	Usage of tone and voice contributes to the effectiveness of the piece	Shows individual tone and voice	Usage of tone and voice detracts from the effectiveness of the piece	Tone does not fit the purpose of the piece	
	Writer makes interesting and creative choices throughout the paper	Writer makes several interesting and creative choices	Writer makes some interesting and creative choices	Writer makes a clear effort towards creativity	Writing seems formulaic	
Conventions (10%)	Demonstrates precise control over language through sentence structure and word choice	Demonstrates strong control over language through sentence structure and word choice	Demonstrates some control over language through sentence structure and word choice	Demonstrates little control over language through sentence structure and word choice	Demonstrates lack of control over language through sentence structure and word choice	
	Formatted according to guidelines specified in class	Cleanly formatted	Acceptably formatted	Nonstandard format	Illegible format	
	Includes strong, creative title	Includes fitting title	Includes appropriate title	Includes title	Lacks title	

Content:	#DIV/0!
Style:	#DIV/0!
Conventions:	#DIV/0!
Total:	#DIV/0!