

College Application Essay/Personal Statement Rubric

Category	Description of Writing Quality	Rating	Weight
Organization Writer's experience is conveyed through a cohesive structure.	Progression from paragraph to paragraph and sentence to sentence is smooth and logical.		X 2
	Transitions are used meaningfully and not forced; transitions within paragraphs and especially between paragraphs to preserve the logical flow of the essay. Writer avoids using words such as, "however," "nevertheless," and "furthermore."		
	A variety of sentence lengths and structures are mixed within any given paragraph.		
Development Insight into the writer's experience is shown through rich detail.	Presentation is thoughtful or insightful (e.g., an unusual perspective, a particularly unique experience).		X 2
	The writing uses concrete, vivid language .		
	The writing shows depth and complexity of thought. Elaboration in each paragraph is of sufficient depth and detail.		
	Essay details make statements for the writer (show vs. tell).		
Voice Language engages the reader throughout the writing.	Writing focuses on verbs and keeps adjectives to a minimum.		X 2
	Writer employs active voice ; passive sentence constructions are avoided.		
	Writing sounds authentic and original— word choice doesn't appear contrived.		
	Writing avoids slang terms, clichés, contractions , and an excessively casual tone . Clichés make writing appear lazy, ideas ordinary, and experiences typical.		
Conventions Complex ideas are communicated through sophisticated forms of expression.	Writing represents consistent command of spelling, capitalization, punctuation, grammar, usage, and syntax. Errors do not distract from the overall fluency of the composition.		X 1
	Minor errors result from the attempt to communicate complex ideas through sophisticated forms of expression.		
	Words, phrases, and sentence structure enhance the overall effectiveness of the communication of ideas.		
Final Grade			/50

Additional Comments: