

Ideas & Development

Creative/personal writing . . .

- Clear, intriguing message
- Unusual, beyond-the-obvious details that tweak reader's imagination
- Original insights, personal perspective
- Writer draws from personal experience and imagination, supported by research

Informational writing . . .

- Clear, helpful information pulled from multiple sources
- Accurate, useful details needed to aid reader's understanding
- Information that anticipates and answers readers' questions
- Writer draws from research, supported by personal experience

Organization

Creative/personal writing . . .

- Intriguing lead that hooks readers
- Compelling organization
- Smooth, helpful, natural transitions
- Comfortable pacing—pauses at critical points, doesn't linger over trivia
- Satisfying conclusion that provides closure

Informational writing . . .

- Inviting lead that sets up what follows
- Easy-to-follow organization designed to educate readers
- Helpful transitions that give readers sense of continuity
- Pacing that allows extra time on difficult/technical concepts
- Conclusion that reinforces or extends readers' understanding