

College Essay Rubric Example

	Excellent Essay	Good Essay	Average Essay	Below Average Essay	Poor Essay
FOCUS AND PURPOSE	Essay directly addresses all aspects of the prompt with a focused thesis that engages the reader through an original approach to the topic.	Essay stays focused on topic and engages the reader by addressing general and specific facets of the argument.	The essay ignores some aspects of the prompt and but generally engages the reader in the parts of the prompt that are addressed.	The writer gets the point, but the essay rambles and points are difficult to follow. The writer has possibly misunderstood the question.	The essay fails to address the prompt and reads like a stream of consciousness, late night rambling. The essay makes no point.
ANALYSIS AND SUPPORTING EVIDENCE	Substantive and creative analysis with meaningful and extensive examples (personal or factual) and depth of thought, avoiding clichés.	Substantive analysis supported by informed reflection of the position the writer has taken with good details to make clear to the reader what they have presented.	Analysis show adequate depth of thought or reflection. The essay uses supporting evidence.	Analysis is shallow and based on generalizations with nothing to back them up.	Ideas presented do not relate to the prompt and those that are expressed are simple, platitudinous and lack any depth or self-reflection.
STYLE/TONE	Keen awareness of the audience with a "voice" or tone appropriate to this assignment. Writing is clear concise and crafted with attention.	Good overall awareness of general audience. Balanced tone and language. Writing is clear and concise.	Author is aware of the audience being addressed, but could work on crafting their language to match their tone. Needs work with concision.	The language and tone are borderline inappropriate demonstrating lack of seriousness about the exercise and little respect for the reader.	The language and tone are inappropriate for the essay. Writing lacks any clarity.
ESSAY DEVELOPMENT/ ORGANIZATION	Essay is well-developed and unified with smooth transitions. Sentences and paragraphs build off one another.	The essay is well-developed with good attention to organization and simply may contain a few transition sentence issues.	The essay demonstrates organization, but could use some restructuring. Writer relies on repetition rather than progression of ideas.	Essay restates the same point and moves nowhere. Little to no attention to organization of ideas.	No logical development of the essay. In need of complete restructuring.
MECHANICS	Seamless paper. No grammar errors.	Well-proofread essay, minimal issues with punctuation/grammar.	Essay could use more editing. Several grammar/spelling errors.	Essay uses simplistic grammar and contains multiple spelling and grammatical errors	Very limited vocabulary, full of grammatical and spelling errors.