1. CONTEXT

- Does the introduction engage the audience, making the reader want to read more?
- Do the opening paragraphs orient the reader to the topic and the purpose of the essay/letter?
- Do you avoid introductory clichés not related to context?
- Does the approach to your topic show evidence of original thinking and attention to interesting details?
- Does the purpose of the essay/letter go beyond a description of campus place to engage the reader in a complex and nuanced description of campus, its meaning, and the relationship to ISU history?
- Does the introduction make the purpose for writing clear and provide an answer to the reader’s “So what?” question?

2. SUBSTANCE

- Does each paragraph fully reflect the purpose of the essay/letter?
- Does each paragraph focus on and develop a single topic or idea in an interesting and vivid way?
- Is each paragraph supported by detailed, factual, and descriptive sentences that go beyond a mere description of the campus place?
- Do you explain the personal meaning of the campus place and develop this in a relevant way for the audience?
- Do you analyze and articulate the place’s relationship to ISU's history or mission?
- Do you convey your interest in the topic? (I.e., the reason this topic was chosen over another is obvious.)
3. ORGANIZATION

- Is the essay/letter is organized logically around a specific and insightful point about the campus place?
- Do you include both a description of campus place and its personal and institutional meaning?
- Do you use innovative and sophisticated topic sentences with transitions?
- Does each topic sentence make a claim that you must prove in that paragraph rather than simply stating a fact?
- Do you create an engaging and clear conclusion that wraps up the main points and leaves the reader with something to think about?
- Were you intentional in the order of your paragraphs? Would it be clear to your reader how your argument is flowing?

4. STYLE

- Is the writing clear, fluid, and mature?
- Do you use precise, appropriate, and vivid word choice?
- Are subordination and coordination used effectively?
- Are there sentences that could be combined to make the writing less choppy?
- Is the writing free from sentence- and word-level errors? Use Grammarly to see what else it can catch. Critically evaluate its suggestions!

5. DELIVERY

- Is the essay/letter formatted correctly as an essay or a letter? (e.g, if a letter, it includes a date and appropriate opening and closing salutations; if an essay, MLA formatting is used)
- Is the visual appearance of the document attractive, and does it promote audience accessibility?
- Does the map of campus (or relevant portion of campus) draw the viewer in, use labels to orient the viewer, and look like time and thought were put into it?