## Advanced
The essay contains a clear, focused, and effective central idea that thoroughly addresses the demands of the prompt and fulfills the writing purpose. The central idea is significant, meaningful, and engages the audience.

## Proficient
The essay contains a clear, focused, and effective central idea that thoroughly addresses the demands of the prompt and fulfills the writing purpose. The central idea appropriately engages the audience.

## Developing
The essay contains a central idea that may not be completely clear and focused. The central idea may not be completely effective in addressing the demands of the prompt, fulfilling the writing purpose, or appropriately engaging the audience.

## Emerging
The essay does not have a clear, focused and/or effective central idea that addresses the demands of the prompt. The writing does not appropriately engage the audience, nor fulfill the writing purpose.

### Clarity and Focus
Present a clear central idea early in the essay and focus on proving it.

**A Rough Road Ahead**

### Development
Use facts, definitions, and information from other sources to support and develop your central idea about the issue or topic.

The essay uses an organizational structure that enhances ideas and development with appropriate, varied transitions that show relationships between and among complex ideas. The structure also helps to make important connections and distinctions between ideas, linking major sections of the text and creating a sense of cohesion throughout. The essay has an engaging introductory paragraph, as well as a thoughtful concluding statement/paragraph that follows from and supports ideas presented.

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The essay uses an organizational structure with transitions that show relationships between and among ideas. The writing may create a sense of cohesion throughout, including an introductory paragraph and/or concluding statement/paragraph. The concluding statement/paragraph follows from and supports the ideas presented.

The lack of structure and transitions make the essay difficult to understand. Entire structural elements are missing, such as an introductory paragraph and/or concluding statement/paragraph, or the structural elements do not properly follow from and support the ideas presented.

### Organization
Include an engaging introduction and strong conclusion. Use transitions throughout the essay to make connections clear.

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<table>
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<th><strong>Language and Style</strong></th>
<th><strong>Advanced</strong></th>
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<td>Use specific, interesting language and clear sentence structure to communicate ideas.</td>
<td>The essay has an established, formal style and objective tone that is maintained throughout. The essay uses mostly correct, varied sentence structure and uses precise language and domain-specific vocabulary in a way that addresses the complexity of the topic. Few errors are present, and they do not interfere with meaning.</td>
<td>The essay has an established, formal style that is maintained throughout. The essay uses mostly correct, varied sentence structure and generally uses precise language and domain-specific vocabulary in a way that generally addresses the complexity of the topic. The essay may have some errors, but they do not interfere with meaning.</td>
<td>The essay attempts to establish a formal style that may not be maintained throughout. The essay attempts to vary sentence structure and uses some precise language that may be domain-specific at times in a way that may address the complexity of the topic inconsistently. The essay contains some errors that may, at times, interfere with meaning.</td>
<td>The essay does not establish and/or maintain a formal style. The essay uses little variety in sentence structure, and the language is general and not domain-specific. The essay contains errors that interfere with meaning.</td>
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