

# Creative Writing Rubric

Name \_\_\_\_\_

Date \_\_\_\_\_

Score \_\_\_\_\_/12

	4	3	2	1
Organization and Cohesion	Work functions well as a whole. Piece has a clear flow and a sense of purpose.	Response has either a strong lead, developed body, or satisfying conclusion, but not all three.	Uneven. Awkward or missing transitions. Weakly unified.	Wanders. Repetitive. Inconclusive.
Voice and Tone	Voice is confident and appropriate. Consistently engaging. Active, not passive voice. Natural. A strong sense of both authorship and audience.	The speaker sounds as if he or she cares too little or too much about the topic. Alternatively, the voice fades in and out. Occasionally passive.	Tone is okay. However, the paper could have been written by anyone. Apathetic or artificial. Overly formal or informal.	Mechanical and cognitive problems so basic that tone does not even figure in.
Creativity	Excellent use of imagery; similes; vivid, detailed descriptions; figurative language; puns; wordplay; metaphor; irony. Surprises the reader with unusual associations, breaks conventions, and thwarts expectations.	Some startling images, a few stunning associative leaps with a weak conclusion or lesser, more ordinary images and comparisons. Inconsistent.	Sentimental, predictable, or cliché.	Borrows ideas or images from popular culture in an unreflective way.

Adapted from: <https://academics.lmu.edu/officeofassessment/resources/assessmentresources/rubrics/examplerubrics/creativewritingexamplerubric/>