

# Writing Assessment and Evaluation Rubrics

Name ..... Class ..... Date .....

## Above-average Writing Model

### Writing Process in Action: Expository Writing (Unit 5, pages 262–265)

**Assignment:** Write a one- to two-page practical or whimsical explanation of a familiar process.

#### How to Successfully Shop for Shoes

You might think all you need to do to buy a great pair of shoes is stop by the nearest shoe store. But, successful shoe shopping requires careful preparation.

First, you'll need to make sure you have a pair of athletic socks and a pair of lightweight socks or stockings to bring with you. Also, remember to coordinate your shopping outfit with your shopping mission. For example, if you're a female looking for everyday athletic shoes, don't wear a skirt. However if you need high heels or fancy loafers, wear a skirt or dressy pants so you'll have a good idea of how the shoes might look later.

Your next step is to simply window-shop. This is an essential part of the process. It will help you determine which shoe styles you like and which stores might carry them. For example, if you need formal shoes for the Homecoming Dance, then you might as well pass up any stores that specialize in hiking boots or athletic shoes.

Now, you're ready for the hardest step: returning to the most expensive shoe store you found, the one that made you gasp when you saw its prices in the window. When you walk in, an intimidating salesperson may ask if you need help. Always reply "No thanks, just looking." But if you find the shoes you want, take your time. Turn them over. Study the soles. Are they made of quality leather or wood? If so, try them on. How do they feel? Do they seem worth their price, or not?

Here's the most important part: You must leave without buying the shoes. That's right. Chances are that expensive store marks its prices up quite a bit. You may be paying for its fancy bags, the nice lighting, and even the store's attitude. You're buying shoes, not lighting, so now is the time to head for the stores you can afford. Then, ask if they carry the style that you were drooling over at Chez Shoes. The same shoes can vary widely in price, depending on the store. You may get lucky.

If this isn't your lucky day, you may have to settle for another pair. However, that doesn't mean a lesser pair. Now that you have your ideal shoe in mind, you can look for brands or manufacturers that carry a similar style. Eventually you will be ready to decide on a purchase, perhaps by choosing between several pairs. The key now is to decide how each one fits the following criteria, listed in order of importance, of course: 1) style, 2) quality, 3) price . . . or, wait a minute . . . is it the other way around? To be honest, by this point, it doesn't make any difference. You're already an informed shoe-shopper.

**Summary:** *This how-to essay offers useful advice on shoe shopping for a general readership. The essay describes the shopping process in clear, detailed steps and adopts casual vocabulary to make the tone light and engaging. The writing is easy to follow and consistently uses the second person to show an awareness of the audience.*

*This piece would probably receive a 4 if evaluated by the holistic scoring method. It might receive a 98 if evaluated by the analytic method—35 points for Focus/Organization, 35 points for Elaboration/Support/Style, and 28 points for Grammar, Usage, and Mechanics.*

*Focuses on explaining a process, how to shop for shoes*

*Organizes information in chronological order*

*Presents specific examples and steps*

*Lively details and tone maintain readers' interest.*

*Ending includes effective transitions and completes the overall explanation.*