

Instructional Rubric for a Feature Story

Gradations of Quality

Criteria	←—————→			
	4	3	2	1
Lead	The lead is creative and pulls the reader into the story.	The lead captures the story's main point but lacks power or originality.	Important points are buried, confused or unclear.	No attempt is made to pull the reader into the story.
Theme/Focus	The story has a clear, interesting, fully-developed theme.	Theme is presented but needs a sharper focus, more details.	Theme lacks definition and focus. It's mentioned but undeveloped.	No attempt is made to identify or develop a theme.
Angle	The story has a fresh, unique angle.	I've found an angle but need to further develop it.	The angle is forced, irrelevant or worse, a cliché.	Story lacks an angle.
Order/Transition	The story flows in a logical order. Quotes/transitions mastered.	The story is told in a logical order, but transition needs to be smoother.	The story jumps around. Information is repeated. Quotes mishandled.	No attempt is made to report the story. Quotes not used or misused.
Voice / tone	The tone and voice of the story are original and match the content.	My tone is OK, but the story could have been written by anyone.	The tone doesn't match the subject. Story lacks pace.	The story has no voice. It's just a collection of facts.
Word choice	Vivid nouns and specific, action verbs used. They show rather than tell.	Word choice is solid but needs more sensory details.	Words are generic, lack power. Verbs are passive. Nouns abstract.	Words are flat, lifeless. No attempt is made to show.
Conventions	Correct grammar, punctuation, spelling and stylebook rules used.	I have a few errors to fix, but I generally use correct conventions.	I have enough errors in my story to distract or confuse a reader.	Numerous errors make my story hard to read and understand.