

The Clear Writing Rubric

Brevity	Style	Grammar	Tone
<p><u>Clear writing avoids</u></p> <ul style="list-style-type: none"> Redundancies Empty phrases Unnecessary information Wordy writing Heavy words 	<p><u>Clear writing avoids</u></p> <ul style="list-style-type: none"> Vague writing Wishy-washy writing Subjects far from predicates Modifiers far from heads Dense sentences Jargon Clichés <p><u>Clear writing uses</u></p> <ul style="list-style-type: none"> Clear subjects Strong verbs Precise vocabulary Varied sentence structure Interesting phrases Clear antecedents Parallel structure 	<p><u>Clear writing avoids</u></p> <ul style="list-style-type: none"> Run-ons Fragments Misused words Agreement errors Article errors Case errors Comparison errors Idiomatic errors Modification errors Punctuation errors Spelling errors Verb tense errors Word order errors Other grammar errors 	<p><u>Clear writing expresses</u></p> <ul style="list-style-type: none"> Culture Distance (Formal, Serious, Casual, Intimate) Power Distance (Submissive, Polite, Direct, Commanding) Courtesy (Friendly, Inoffensive, Offensive)

Opaque "I have no idea what this is."	Babbling Filled with redundancies, etc.	Floundering Filled with vague writing, etc. No clear subjects, etc.	Lost Filled with errors	Tone Deaf Undesired tone ensured
Obscure "This might mean...."	Windy Many redundancies, etc.	Awkward A lot of vague writing, etc. No obviously clear subjects, etc.	Troubled Many errors	Dissonant Likely to be read in an undesired way
Foggy "I think I get it."	Lengthy Some redundancies, etc.	Limited Some vague writing, etc. Few clear subjects, etc.	Bothersome Some errors	Questionable Could be read in an undesired way
OK "Ah, I see."	OK Few redundancies, etc.	OK Little vague writing, etc. Some clear subjects, etc.	OK Few errors	OK Likely to be read in the desired way
Clear "Got it."	Vigilant No obvious redundancies, etc.	Polished No obviously vague writing, etc. Many clear subjects, etc.	Clean No obvious errors	Welcome Appropriate tone ensured
Crystal "Wow. Well said."	Efficient No redundancies, etc.	Compelling No vague writing, etc. Filled with clear subjects, etc.	Spotless No errors	Pitch Perfect Writing naturally exudes desired tone.
SCORE:	0 1 2 3 4 5	0 1 2 3 4 5	0 1 2 3 4 5	0 1 2 3 4 5

Comments:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Obscure			Foggy				OK					Clear			Crystal				

Notes:

1. Score each category from 0 to 5. Then total the category scores to create a final score out of 20.
2. You might think of the six levels as letter grades. Opaque is an F. Clear is an A. The Crystal level is a place to recognize exceptional skill.
3. These are guidelines, not rules. Ignore guidelines that obscure a message.
4. Visit remyelt.com! You'll find lots of great stuff.