

# Ideas

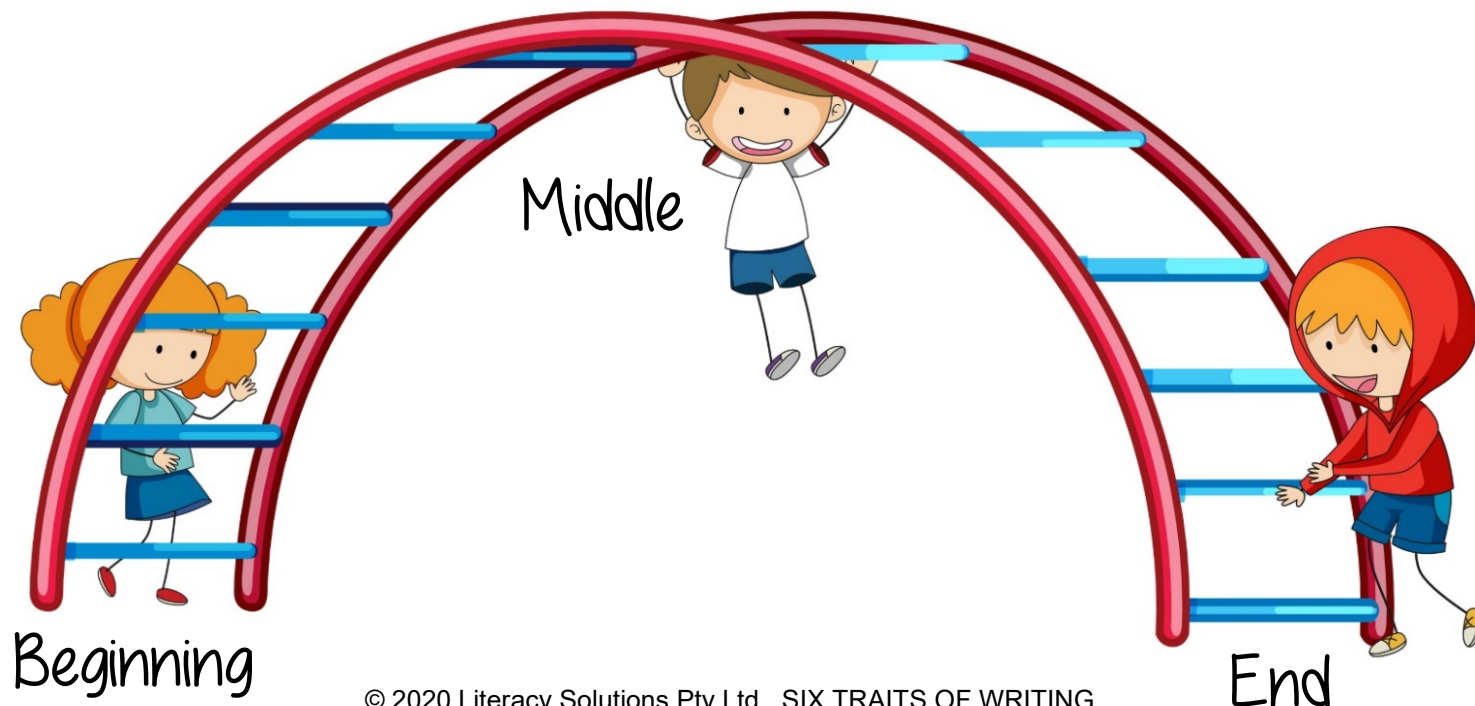
Choosing ideas or topics  
AND selecting an audience.

- What am I writing about?
- For whom?
- What do I want to say?
- What do I want others to know?



# Organisation

Arranging and sequencing the ideas so they are easy to follow and make sense.



# Voice

Choosing a tone for the writing which matches the ideas or topic.



# Word Choice

Selecting just the 'right words' to communicate a message or idea to an audience.



# Sentence Fluency

Attention to how  
the writing sounds  
and how well words  
and sentences flow  
together.



# Conventions

The overall accuracy  
and skilful use of:

- Grammar
- Spelling
- Punctuation
- Handwriting

