

IDEAS

Select an idea.

Identify an audience.

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



Organisation

Sort and sequence
the ideas to make
them flow logically.
Think about a plan.

ORGANISATION



Voice

Choose a tone
which matches the
idea or topic and
the purpose.



Word Choice

Select words
with precision.
What is the most
meaningful word
I can use?



Sentence Fluency

Think about how your writing sounds. Aim for a flow which 'feels good' to read and 'sounds good' when heard.



Conventions

The overall accuracy and skilful use of:

- grammar
- spelling
- punctuation
- handwriting

