

**WILLA CATEGORY RUBRIC  
CREATIVE NONFICTION©**

<b>Creative Nonfiction</b>	<b>Ineligible</b>	<b>4 - 7 points</b>	<b>8 - 10 points</b>
1. Women of the West Theme	<ul style="list-style-type: none"> <li>• Central focus and theme of the narrative is a male experience</li> <li>• Book not set in or does not pertain to the West*</li> <li>• Does not portray an authentic western experience</li> <li>• Theme &amp; content do not reflect WWW’s mission &amp; goals</li> </ul>	<ul style="list-style-type: none"> <li>• At least half the focus and theme of the narrative is a female experience</li> <li>• Book set in the west but could have happened anywhere; or, book partly set in the west*</li> <li>• Generally portrays authentic western experience</li> <li>• Theme &amp; content generally well reflect WWW’s mission &amp; goals</li> </ul>	<ul style="list-style-type: none"> <li>• The central focus and theme of the narrative is a female experience</li> <li>• Western setting primary &amp; essential*</li> <li>• Consistently portrays authentic western experience</li> <li>• Theme &amp; content excellent reflections of WWW’s mission &amp; goal</li> </ul>
	0 - 3 points	4 - 7 points	8 - 10 points
2. Characterization	<ul style="list-style-type: none"> <li>• Depictions of people not well developed</li> <li>• Stereotypes evident**</li> </ul>	<ul style="list-style-type: none"> <li>• Somewhat complex depictions of people</li> <li>• Generally no gender, ethnic, racial, or other stereotypes presented**</li> </ul>	<ul style="list-style-type: none"> <li>• Complex depictions of people</li> <li>• No gender, ethnic, racial, or other stereotypes presented**</li> </ul>
3. Setting	<ul style="list-style-type: none"> <li>• Setting not important</li> <li>• Setting not described, or described poorly</li> <li>• Setting not described accurately</li> <li>• Illustrations (if used) rarely complement or match text</li> </ul>	<ul style="list-style-type: none"> <li>• Setting of moderate importance</li> <li>• Setting described in conventional terms</li> <li>• Setting usually described accurately</li> <li>• Illustrations (if used) usually complement or match text</li> </ul>	<ul style="list-style-type: none"> <li>• A sense of place is inherent in the book</li> <li>• Setting vividly described, using all five senses</li> <li>• Setting described accurately</li> <li>• Illustrations (if used) consistently complement or match text</li> </ul>



	0 - 3 points	4 - 7 points	8 - 10 points
4. Narrative	<ul style="list-style-type: none"> <li>• (Biographical Work) Authorial knowledge of the subject not established</li> <li>• (Autobiographical Work) Straight story-telling with no attempt at authorial introspection</li> <li>• Poor presentation of facts, concepts, or ideas</li> <li>• Premise or subject predictable, or poorly considered</li> <li>• Beginning slow, confusing; conclusion not satisfying</li> <li>• Solicits no emotional response from the reader</li> <li>• Reveals no universal truths about human nature</li> </ul>	<ul style="list-style-type: none"> <li>• (Biographical Work) Authorial knowledge of the subject generally or partially established</li> <li>• (Autobiographical Work) Author integrates some introspection</li> <li>• Fair presentation of facts, concepts, or ideas</li> <li>• Premise or subject not new, but well done</li> <li>• Slow beginning leads to more action; conclusion somewhat satisfying</li> <li>• Solicits some emotional response from the reader</li> <li>• Reveals some universal truths about human nature</li> </ul>	<ul style="list-style-type: none"> <li>• (Biographical Work) Authorial knowledge of the subject fully and credibly established</li> <li>• (Autobiographical Work) Author engages in relevant and meaningful introspection</li> <li>• Excellent presentation of facts, concepts, or ideas</li> <li>• Premise or subject shows originality, freshness</li> <li>• Opening draws reader in; ending is satisfying</li> <li>• Solicits meaningful emotional response from the reader</li> <li>• Reveals universal truths about human nature on several levels</li> </ul>
5. Voice	<ul style="list-style-type: none"> <li>• Narrative voice lacking or confusing</li> <li>• Voice bland</li> <li>• Voice insensitive or disrespectful</li> <li>• Tone out of sync with the seriousness/lightness of the topic</li> <li>• Dialog (if used) stilted</li> <li>• Quotations (if used) poorly integrated</li> </ul>	<ul style="list-style-type: none"> <li>• Narrative voice dependable</li> <li>• Voice generally engaging</li> <li>• Voice generally sensitive and respectful</li> <li>• Tone generally in harmony with the topic</li> <li>• Some, but not all, dialog (if used) sounds natural and believable</li> <li>• Quotations (if used) generally well integrated</li> </ul>	<ul style="list-style-type: none"> <li>• Narrative voice highly dependable and believable</li> <li>• Narrative voice fresh, engaging, and distinct</li> <li>• Voice highly sensitive and respectful</li> <li>• Tone harmonious with the topic</li> <li>• Dialog (if used) sounds natural and believable</li> <li>• Quotations (if used) effectively integrated</li> </ul>



	0 - 3 points	4 - 7 points	8 - 10 points
6. Literary Qualities	<ul style="list-style-type: none"> <li>• Clumsy language</li> <li>• Imagery confusing, clichéd</li> <li>• Text &amp; illustrations (if used) not well matched</li> <li>• Not enjoyable or thought-provoking</li> </ul>	<ul style="list-style-type: none"> <li>• Smooth language</li> <li>• Imagery clear</li> <li>• Text &amp; illustrations (if used) generally well matched</li> <li>• A pleasant read and occasionally thought-provoking</li> </ul>	<ul style="list-style-type: none"> <li>• Artful use of language</li> <li>• Imagery vivid &amp; fresh</li> <li>• Text &amp; illustrations (if used) integrated fully</li> <li>• Enjoyable, thought-provoking, timeless significance</li> </ul>
7. Technical Conventions	<ul style="list-style-type: none"> <li>• Book difficult to follow; poorly organized</li> <li>• Writing too wordy, or includes extraneous material</li> <li>• Poor grasp of basic conventions of grammar, punctuation, etc.</li> <li>• Citations (if used) confusing, incomplete; or, citations needed***</li> </ul>	<ul style="list-style-type: none"> <li>• Book generally readable; moderately well organized</li> <li>• Writing generally tight, with some redundancies or extraneous material</li> <li>• Good grasp of basic conventions of grammar, punctuation, etc.</li> <li>• Citations (if used) generally good***</li> </ul>	<ul style="list-style-type: none"> <li>• Book consistently easily readable, flows well; well organized</li> <li>• Writing tight</li> <li>• Clear command of basic conventions of grammar, punctuation etc.</li> <li>• Citations (if used) clear, effective***</li> </ul>



	0 - 3 points	4 - 7 points	8 - 10 points
8. Presentation	<ul style="list-style-type: none"> <li>• Unattractive cover art &amp; design</li> <li>• Interior design features lacking</li> <li>• Font &amp; typesetting difficult to read</li> <li>• Illustrations (if used) of poor quality, not identified, or irrelevant to text</li> <li>• Illustrations (if used) not well balanced or matched with text</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate cover art &amp; design</li> <li>• Interior design features adequate</li> <li>• Font &amp; typesetting adequate</li> <li>• Illustrations (if used) of moderate clarity, mostly identified; may not always be germane to the text</li> <li>• Illustrations (if used) provide good balance with text</li> </ul>	<ul style="list-style-type: none"> <li>• Attractive, appropriate, compelling cover art &amp; design</li> <li>• Interior design features reflect book's tone</li> <li>• Font &amp; typesetting clear &amp; well-chosen</li> <li>• Illustrations (if used) appropriate, clear, identified</li> <li>• Illustrations (if used) provide excellent balance with text</li> <li>• Properly bound, i.e. audio books and e-books</li> </ul>

\* WWW defines "the West" as all of North America west of the Mississippi River.

\*\* An author's depiction of a real individual's biases or stereotypical views, presented in context, may be appropriate.

\*\*\* Citations might include endnotes, an author's note, glossary, suggested bibliography, or other supplemental information.

