CRAFTing Effective Writing

CRAFT provides a lens to encourage writers to consider the broader context of a writing assignment while also helping us determine when, how, and why we may decide to use a particular element and make certain decisions as writers. This acronym also helps us think intentionally about our thinking processes while facilitating our ability to identify, explore, and employ a writer’s craft.

Context: the situation and reason for which you are assigning the writing.
• The kind of writing (writing to learn, academic writing, workplace writing…)
• How this writing fits into the bigger picture (of the course, discipline, profession…)

Role: the voice in which you are writing.
• Usually dictated by audience.
• Social rules or expectations for language
  o formal vs. informal
  o academic vs. workplace

Audience: the person or people for which you are writing.
• Expectations of format, organization, language…
• Common knowledge

Format: the type of writing you are producing.
• Speech, article, letter…

Topic: the subject matter on which you are writing.
• Narrow or broad focus