

R.A.F.T.

Role: Who are you? From what perspective are you speaking?

Audience: To whom are you communicating?

Format: What communication form are you using? There are many possibilities:



Ad/commercial	Advice/opinion column	Rap/song	Slide deck (ppt)/prezi
Blog	Brochure	Campaign Speech	Visual art Installation
Catalog	Collage	Comic Strip	Mash-up
Skit/Play	Video	Headline	Email message
Fairy tale/myth	Graffiti	Historical fiction	Horoscope
Interview	Invitations	Journal entry	Letter
Medical record	Magazine article	Magazine cover	Game
Dance/Movement	telegraph msg	News/radio broadcast	Obituary
Pamphlets/brochure	Parody	Lullaby	Poem
Press release	Opera	Complaint poem	Recipe
Puzzle	Reenactment	Dialogues/conversation	Text message set
Podcast	Instagram/Tumblr	Line dance	
Wanted poster	Tableaux	Puppet-show (shadow)	Last Will & Testament
Social Media post	Game show	Children's book	

Topic: What are you communicating about?

Here are some examples from different content areas:

Role Who are you as a writer?	Audience To whom are you writing?	Format In what format are you writing?	Topic What are you writing about?
Frog	Tadpole	Lullaby	Life Cycle
Performance Task: Write a lullaby from a frog to a tadpole explaining what to expect as they develops in their life cycle.			

Role	Audience	Format	Topic
Liver	Alcohol	Complaint poem	Effects of drinking
Tectonic Plate	CA resident	Song/ Rap	Earthquake preparedness
Airplane	Mechanic	Advice column	Physics of flight
Polar Glaciers	Public	Travel Brochure	Effects of climate change
Zero	Whole numbers	Campaign speech	Importance of the number zero
Scale factor	Architect	Directions for a blueprint	Scale drawings
Parts of a graph	TV audience	Commercial (video)	How to read a graph
Prime number	Rational numbers	Instructions	Rules for division
21 st Century Woman	Susan B. Anthony	Thank you note	Women's Rights
1 st grader	Kindergartner	Puppet Show	Community Helpers
Kaiser Wilhelm II	European Heads of State	Recipe	How we can start a World War
Mohandas Gandhi	Martin Luther King Jr.	Advice column	Nonviolent opposition / resistance