| Criteria | **Excellent** | | **Needs Improvement** |
| --- | --- | --- | --- |
| **DELIVERY** | | | |
| **Visual Clarity**  **[wd cnt]** | * An excellent hierarchy of visual cues using all **C**ontrast, **R**epetition, **A**lignment, **P**roximity principles * Enhancing readable fonts, headings, headers, footers and page numbers. * Sufficient length | | * Paper NOT formatted OR No author name integration * Visual clarity supports the scenario, but improperly follows:  **\* C**ontrast \* **R**epetition **\* A**lignment **\* P**roximity **\*** fonts * Missing various TW properties to enhance readability:  headers with title (use different 1st page header)  OR headers read like text or headings OR footers with PG # * Too long OR too short OR No word count |
| **PATTERN AND READING AIDS** | | | |
| **Table of Contents (TOC), Chapter title & number** | * Used Topic list for Chapter # & Chapter Title * TOC enhances understanding with chapter title and number * TOC incorporated into paper with good C\*R\*A\*P\* * Good parallelism in headings | | * Chapter # or Chapter Title does not match Topic List OR Missing Chapter Title / chapter number * TOC: not present OR Not generated / updated by Word  OR No page leaders or numbers OR page break after TOC * TOC in TOC OR Title in TOC OR fix C\*R\*A\*P\* or fonts * Headings parallelism: mostly OR Partly OR Not present * Used ONE word/phrase headings OR Used rules as headings |
| **Org, Sections, & Flow** | * Logical structure designed for audience/reader * Clear progressive level of disclosure of information * Each section is clearly defined and focuses on a single coherent concept * Sections strongly related to each other and flow throughout | | * Written as “Introduction”, Body, & “Conclusion” * Written instead as INSTRUCTIONS &/OR chronologically * Choppy transitions OR No apparent structure / information * Some sections are not in a progressive level of disclosure (building-info approach) * Sections sometimes attempt too **much** or too **little** * Overused transitions: “also”, “in addition”, \_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Content** | * Strong purpose statement * Good descriptive standards, background, with why, then rule * Good use of examples and descriptive details * Effective, significant information | | * Purpose statement: Missing OR vague OR Choppy * Missing background/why explanation OR MISSING Rule * Mixed order: Didn’t put Why, then Rule OR VAGUE Rule * Vague words OR Convincing language OR sections too big * Details/examples missing OR not enough * BIG paragraphs OR Why and Rule not in separate ¶s |
| **Figure or Table** | | * Clear, useful figure/table adds to paper’s understanding * Integrated properly:  referred to figure/table in text  AND labeled with # and title * Full source visibly identified w/ figure/table | * May not be useful/clear OR Not useful/clear, OR missing * Not integrated properly into paper: \* Not capitalized \* No reference in text OR \* No label with number/title \* Used location dependent words as text reference \* Put label after figure/table, not before OR Title vague * C\*R\*A\*P\* problems OR Location not helpful to reader * Didn’t cite full source OR Put label in TOC |
| **References Section** | * Used an approved structure accurately \* In-text Citations (if used) \* References * References: Part of TOC * References: Good C\*R\*A\*P\* | | * In-text citations: several errors OR punctuation * References: did not follow an approved structure OR MISSING OR fix order OR incomplete OR syntax problems  OR on separate page OR did not single spaced entries OR did not use Hanging indents OR no space between entries OR not integrated into document C\*R\*A\*P\* OR FONTS |
| **WRITING STYLE AND MECHANICS** | | | |
| **Audience, Tone & POV** | * Language is appropriate for audience * Tone: formal * POV: used 2nd to refer to reader | | * Language tone mix & match OR Tone inappropriate: too wordy, chatty, patronizing, or insulting or \_\_\_\_\_\_\_\_\_\_\_\_\_ * Used improper POV (e.g., Used 1st {singular},  OR referred to the reader in 3rd POV, or missing 2nd ) |
| **Grammar** | * Fabulous grammar & punctuation * Few errors | | * Consistent pattern to errors OR Numerous different errors * Poor proofreading and/or editing; Consider the WaCC |