

Evaluation area	Excellent (70–75) Outstanding (76–85) Exemplary (86–100)		Good (60–64) Very good (65–69)	Sound (50–59)	Acceptable (40–49)	Insufficient (30–39) Unacceptable (<30)	
Knowledge and Understanding (30%)	A: Discovery, synthesis and understanding of relevant literature						A: Limited engagement beyond microsite's key literature
	B: Clear understanding of how fossils can be applied to understand Earth history, including (C) limitations of the fossil record						
Critical analysis (40%)	F: Analysis of the literature underpinning each argument presented on microsite						F: Substantial gaps in understanding content written on microsite
	G: Evaluation of the strength of evidence and quality of underpinning research						G: Reference to primary literature without evaluation
Communication (30%)	H: Implications of controversy placed in broader scientific context						H: No indication why topic would interest non-specialists
	S: Development of convincing narrative						S: Independent arguments do not build a coherent picture
Overall grade	T: Evidence connected to argument with clear logical flow						T: Reader must work hard to understand how evidence relates to argument
	U: Mature, engaging and lucid prose; meticulously copyedited						
/ 100							