

	1	2	3	4	Your Score
Layout	Design is messy and unattractive. Does not make good use of available space. Poor balance of text and graphics.	Design is inconsistent. Some parts are attractive and space-efficient, but other parts are not. Inconsistent or poor balance between text and graphics.	Design is mostly attractive and space efficient. Good balance of text and graphics, for the most part.	Design is attractive and space-efficient. Excellent balance of text and graphics throughout.	
Mechanics	Text contains many spelling/grammar errors. Sentences seem disconnected, and there is carelessness throughout.	Text contains some spelling/grammar errors. Little logical structure or flow to sentences. Evidence of carelessness in writing.	Grammar and spelling are nearly flawless. Logical sequence apparent. Some wording is careless. Inconsistent in style.	Grammar and spelling are flawless and the flow provides a logical pathway of ideas. Consistent and engaging style throughout.	
Articles	Article is inappropriately informal and confusing to read. No attempt has been made to engage the reader with a good lead or a clear and logical presentation of facts. Is not factual	Article lacks some necessary elements of an article: a good lead, clear presentation of facts, and/or an appropriately formal writing style. A few facts may be inaccurate.	Articles have good leads, logical and clear presentation of facts, and formal writing style. All facts are accurate.	Articles have good leads, logical and clear presentation of facts, and an appropriately formal writing style. Facts are accurate. Articles are interesting to read and hold reader's attention.	
Graphics	Graphics do not clearly support or relate to the text.	Graphics sometimes support and/or relate to the text.	Graphics usually support and/or relate to the text.	Graphics consistently support and/or relate to the text.	