

<b>Gross mistakes (binary)</b>	This reader did not find gross mistakes that would immediately cast suspicion on the effort/expertise of the document's creator.	This reader found gross mistakes that would immediately make an average reader suspicious or feel negative about the document.		
<b>Ethics (binary)</b>	This reader thinks the document is presented in an ethically sound way, using solid evidence.	This document shows ethical lapses that could undermine its entire purpose and message.		
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Purpose/main point</b>	This reader thinks that the writer's purpose is clear. The document has a clear focus.	This reader thinks the writer's purpose is clear for the most part.	The writer often loses focus on the main point of the document.	This reader has a difficult time determining why the writer has created this document.
<b>Audience</b>	The writer has written for a clearly defined audience, and in this reader's opinion has addressed that audience expertly.	The audience for the document is clear. This reader thinks that the writer has done a good job addressing audience.	The document's treatment of audience is somewhat confusing.	This reader thinks that the writer's treatment of audience appears unprofessional and/or it is not clear who is being addressed
<b>Organization</b>	This reader thinks the report has a clear organizational logic. Transitions between ideas are handled well.	The report is organized effectively. This reader thinks the document's organization could be refined/tightened (headings, better transitions, etc.).	This reader thinks the document must be organized more effectively, as readers will be confused or misled.	This reader finds little coherent structure in this document. No clear rationale is apparent for why the document is set up the way it is. The document is confusing.
<b>Evidence</b>	This reader thinks the writer has made excellent use of research and sources, helping strengthen/build the argument with this material.	This reader thinks the writer made good use of research and sources, citing well. In a few places the document's main point could have been strengthened with additional evidence.	This reader thinks the document would be substantially strengthened with more/better evidence, and/or the evidence presented is formatted in a sloppy, distracting manner.	The document is weak because of a lack of evidence and support, and/or the evidence used is formatted so poorly that it's difficult to tell what is cited.
<b>Sentence style: flow of writing</b>	This reader thinks the clear, concise writing in this document made it enjoyable to read. The writer uses a lot of sentence variety and strong word choices.	This reader thinks the writing in this document is good, but perhaps the writer could have introduced a little more variety and/or written in a more concise fashion.	This reader thinks some of the writing is awkward, and/or the writer relies too heavily on the same kind of sentence structure.	This reader thinks much of the writing in this document is awkward, repetitive, and/or wordy. The writing was not engaging.
<b>Correctness: grammar and writing mechanics</b>	This reader noticed few errors, if any. The document is clear, and the writer shows considerable mastery of the language.	This reader noticed some grammatical/mechanical errors, but those errors did not interfere with the reader's understanding of the document's purpose.	This reader noticed numerous grammatical/mechanical errors, and those errors interfered at times with the reader's understanding of the document's purpose and/or caused the reader to question the skill and expertise of the writer.	This reader noticed many grammatical/mechanical errors. The reader felt the number of errors made the document difficult to understand, and the reader questioned the writer's professionalism because of these recurrent mistakes.
<b>Document design/appearance</b>	This reader thinks the document uses design elements (white space, titles & sub-titles etc.) expertly to create a professional-looking document.	This reader thinks the document is clean, but the appearance could be improved to aid in the document's clarity and/or organization.	This reader thinks the document has an amateurish look to it and/or is in need of a more professional appearance	This reader thinks the document appears sloppy and unprofessional, and that sloppiness may cause confusion.
<b>Visuals</b>	This reader thinks the document uses visuals in an expert way.	This reader thinks the writer makes good use of visuals. Perhaps there are additional opportunities for the use of such material.	The writer has missed opportunities to use visuals and/or has used visuals in a sloppy, ineffective way	The writer needs visuals to help clarify the document's purpose, and/or the visuals are sloppy, inaccurate, or presented in an unethical manner.