|  |
| --- |
| Good organization |
| Characteristic | Observations |
| The purpose is clearly stated. |       |
| The main message is stated up front, close to the beginning of the document. |       |
| Similar information is grouped and labeled. |       |
| The text has an established and evident hierarchy of organization. |       |
| The text has one idea per paragraph. |       |
| Reader focus |
| Characteristic | Observations |
| The document anticipates questions the reader might ask. |       |
| The reader’s questions are answered in a logical sequence. |       |
| The document sets up and fulfills the reader’s expectations. |       |
| Tone and style are appropriate for the reader. |       |
| Good mechanics |
| Characteristic | Observations |
| Spelling, grammar, and punctuation are consistent and appropriate. |       |
| The document uses visual techniques to support the logic of the text. |       |