



Outstanding   High Quality   Average   Fair   Poor   N/A

Illustrations are pedagogic (not just "window dressing", but clear and well-placed) If there are no illustrations, select "N/A".

             

**\* 3. CONTENT/SCHOLARSHIP**

Outstanding   High Quality   Average   Fair   Poor   N/A

Content complete for this text (no glaring omissions of topics)

             

Content/scholarship current

             

Content/scholarship accurate

             

Content demonstrates knowledge of field

             

Accurate and appropriate citations (If there are no citations, select "N/A".)

             

**\* 4. WRITING**

Outstanding   High Quality   Average   Fair   Poor

Clarity of writing

          

Appropriate level/tone for target readership

Outstanding      High Quality      Average      Fair      Poor

Writing craft  
(writing is  
engaging,  
captivating,  
appealing,  
absorbing)

                      

**\* 5. APPEARANCE & DESIGN**

Outstanding      High Quality      Average      Fair      Poor

Quality of editing  
(lack of errors)

                      

Interior design  
(composition,  
page design and  
layout, legibility)

                      

Ease of navigation  
through text (page  
layout)

                      

**\* 6. FULFILLS STATED OBJECTIVES. If objectives are stated in the preface or first chapter, how well are they fulfilled? (If there are no stated objectives, select "N/A".)**

Outstanding      High Quality      Average      Fair      Poor      N/A

                            

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