

Physics 496, Spring 2021

Review Criteria for Homework #7

Story Elements	Level: Mastery [5]	Level: Proficient [4]	Level: Marginal [2]	Level: Unacceptable [0]
Title	Accessible, engaging title, geared to audience, follows P496 title rules	Follows P496 rules in general, not written at appropriate level	Run-on title, lacking meaningful content for audience	Inappropriate title (level, language, does not preview content, does not engage audience)
Byline	All elements present (name, date, and place of article)	Two of three elements present	One element present	No byline
Strong “lede”	First sentence; immediately captures the reader’s attention and makes him/her want to keep reading	First sentence sets context but is not very engaging	First sentence does not set the context and is only marginally engaging	No discernible lede
Two illustrative images	Images are engaging, appropriately described in the text, and credit is given to the source	Images are not particularly engaging or well integrated with the text; credit is given	Images are inappropriate for the audience level, are not sufficiently described in the text, or the credit is incomplete	Images are missing
General interest to the target audience	Story is engaging for intended audience, written at an appropriate level of detail	Story may be of interest to audience, but written at the wrong level (too detailed or too simple)	Story is marginally interesting to the intended audience	Story is not appropriate for or interesting to the intended audience
Four embedded hyperlinks	Hyperlinks take the reader to interesting supplemental material, at an appropriate level for the intended audience	Hyperlinks are of lesser interest and utility to the intended audience	Hyperlinks go to inappropriate or uninteresting material	No hyperlinks are embedded in the story
Grammar, punctuation, spelling	Zero errors; conforms to technical writing conventions	1–3 minor errors, e.g., a subtle typo or errant punctuation	Some major errors, such as egregious spelling errors, sentence fragments, and serious grammatical errors	Article appears to have been written carelessly and not proofread—frequent grammar, spelling, punctuation, and stylistic errors