1. CONTEXT

- Do you introduce the author/creator, date, title, and intended audience in an engaging way?
- Is your thesis clear, sophisticated, and original? Does it make sense to you as a reader?
- Does the introduction forecast the main points of the essay? Make sure you can identify the main points that correspond to each of the body paragraphs!

2. SUBSTANCE

- Does the essay analyze the visual using two or three rhetorical strategies?
- Does the essay go beyond simply stating the presence of ethos, pathos, and logos? In other words, do you mention how aspects of the visual’s design affect the intended audience?
- If there are direct quotations, are they necessary? (Are any direct quotes special enough to warrant being quoted, or should they be paraphrased instead?)
- Do you describe the content of the visual in an original way?
- Does the description of the content of the visual avoid being a long summary? Remember that your reader is assumed to have seen the visual once, so summaries should serve as reminders of certain aspects of the piece.
- Do you offer insightful analysis of persuasive strategies used in the text?
- Do you anticipate audience needs and expectations?
3. ORGANIZATION

- Do you use innovative and sophisticated topic sentences with transitions?
- Does each topic sentence make a claim that you must prove in that paragraph rather than simply stating a fact?
- Does each paragraph focus on only one main idea?
- Do you create an engaging and clear conclusion that wraps up the main points?
- Would it be clear to your reader how your argument is flowing? Were you intentional in the order of your paragraphs?

4. STYLE

- Is the writing clear, fluid, and mature? Do you use precise, appropriate, and vivid word choice?
- Are subordination and coordination used effectively? Are there sentences that could be combined to make the writing less choppy?
- Is the writing free from sentence- and word-level errors? Use Grammarly to see what else it can catch. Critically evaluate its suggestions!

5. DELIVERY

- Is the paper double spaced with Times New Roman size 12 font?
- Is there a page number and the author’s last name in the top corner of the page?
- Does the paper begin with the author’s name, the professor’s name, English 250, and the date on the left side of the page?
- Does the title specify what the text is going to be about? Is it centered and in the same font as the rest of the text with no underlining or bolding?
- Is a visual included in the margins? Does it have a proper MLA-style caption?
- Does the text reference that visual anywhere? (There should be something that mentions “Figure 1” in the actual text.)
- Are in-text citations used accurately? Is an in-text citation included for every outside source used? Is there a separate page for the Works Cited?