

Rubric for a Happy Reader

If you can give yourself a √+ for each of these items, you will have a happier reader.

Reader Expectations	
-Know who you're writing for, and why	
-Clear introduction, context	
-Transitions throughout	
-Simple, precise language	
-Tie all together in a conclusion	
•Paragraphs	
-One idea per	
-Begin with main point	
-Include sufficient detail	
-Use explicit transitions	
-Arrange in a meaningful order	
Citation: when in doubt, cite	
•Intentional Redundancy (a/k/a purposeful repetition)	
-Tie all parts to the main point	
-Reinforce points with informative headings	
-Write explanatory captions	
-Make links explicit	
•Figures and Tables	
-Self-contained, with captions	
-Explained in detail in the text	
-Clearly and thoroughly labeled	
-Necessary and sufficient	
•Document Format	
-Make title and headings informative	
-Call out lists where helpful	
-Shorter rather than longer paragraphs	
-Plenty of white space	
-Equations centered, white space above and below, numbered at right margin	