

## Presentation

5 *The form and presentation of the text enhances the ability for the reader to understand and connect with the message. It is pleasing to the eye.*

- If handwritten (either cursive or printed), the **slant is consistent**, letters are clearly formed, **spacing is uniform** between words, and the text is easy to read.
- If word-processed, there is **appropriate use of fonts and font sizes** which invites the reader into the text.
- The use of **white space** on the page (spacing, margins, etc.) allows the intended audience to easily focus on the text and message without distractions. There is just the right amount of balance of white space and text on the page. The formatting suits the purpose for writing.
- The use of a **title, side heads, page numbering, bullets**, and evidence of correct use of a style sheet (when appropriate) makes it easy for the reader to access the desired information and text. These markers allow the hierarchy of information to be clear to the reader.
- When appropriate to the purpose and audience, there is **effective integration of text and illustrations, charts, graphs, maps, tables, etc.** There is clear alignment between the text and visuals. The visuals support and clarify important information or key points made in the text.

3 *The writer's message is understandable in this format.*

- **Handwriting is readable**, although there may be **discrepancies in letter shape and form, slant, and spacing** that may make some words or passages easier to read than others.
- **Experimentation with fonts and font sizes** is successful in some places, but begins to get fussy and cluttered in others. The **effect is not consistent** throughout the text.
- While margins may be present, **some text may crowd the edges**. Consistent spacing is applied, although a different choice may make text more accessible (e.g., single, double, or triple spacing).
- Although some markers are present (titles, numbering, bullets, side heads, etc.), they are not used to their fullest potential as a guide for the reader to access the greatest meaning from the text.
- An **attempt is made to integrate visuals** and the text although the connections may be limited.

1 *The reader receives a garbled message due to problems relating to the presentation of the text.*

- Because the letters are irregularly slanted, formed inconsistently, or incorrectly, and the spacing is unbalanced or not even present, it is **very difficult to read and understand the text**.
- The writer has gone **wild with multiple fonts and font sizes**. It is a major distraction to the reader.
- The **spacing is random and confusing** to the reader. There may be little or no white space on the page.
- **Lack of markers** (title, page numbering, bullets, side heads, etc.) leave the reader wondering how one section connects to another and why the text is organized in this manner on the page.
- The visuals do not support or further illustrate key ideas presented in the text. They may be **misleading, indecipherable, or too complex** to be understood.