

Restaurant Review Rubric

Objectives	Exemplary Performance 10-11 points	At or Above Average 8-9 points	At or Below Average 6-7 points	Low Performance 5 points or less	Points Earned
Effective and Appropriate lead	Lead is original and gets the readers' attention; appropriate to the restaurant being reviewed; evaluation of the writer is clear from first paragraph	Lead is appropriate to restaurant and fairly effective at getting attention; shows some signs of originality; evaluation may not be as clear	Lead is adequate but not extremely catchy or original; evaluation of the writer is unclear	Lead is neither original and catchy; is boring overused or trite, or is inappropriate to restaurant ; evaluation is unclear	
Intro to restaurant and atmosphere	Writer gives a brief introduction to restaurant, with description of atmosphere and type; perhaps mentions the restaurant's reputation and gives details of the reviewer's visit(s)	Intro is either a little too long or not long enough; not quite as compelling; fewer details about the restaurant and the visit to support reviewer's opinion	Intro is either much too short or much too long; may be vague	Little or no significant intro; no details about the atmosphere or the visit	
Evaluation of various aspects of film support opinion	Contains sufficient and knowledgeable evaluation of many aspects of restaurants to support reviewer's opinion, including detailed description of several dishes, taste, texture, presentation, service, cost	Contains some evaluation of many aspects of many aspects of restaurants to support reviewer's opinion, including detailed description of several dishes, taste, texture, presentation, service, cost	Contains insufficient evaluation many aspects of restaurants to support reviewer's opinion, including detailed description of several dishes, taste, texture, presentation, service, cost	Contains no significant evaluation of many aspects of restaurants to support reviewer's opinion	
Effective Organization and Flow (deals with structure)	Story is strongly organized with clear transitions and logical connections that create a sense of being tightly woven together; review offers a clear evaluation of restaurant	Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt; review gives clear evaluation	Story lacks strong organization ; jumps around too much or lacks effective transitions; not in logical order; may not offer a clear evaluation	Story is choppy or incohesive; organization is unclear; few effective transitions; may be unclear on evaluation	
Clear Focus and Unity (deals with content)	Focus of review is clear; nothing detracts from primary focus; everything contributes to overall theme	Focus is fairly clear but one or two things on the story detract from the primary focus	Story lacks strong sense of unity and focus; several things seem to detract from focus	No clear focus; review is rambling and awkward	
Interesting and Effective Writing Style	Writing is strong and effective with a clear voice and a variety of sentence structures; piece is tightly written; strong and effective word choice	Writing is adequate but not extremely compelling or original; may be wordy or voice may be unclear; diction may not be as vivid; s/s may not be as varied	Writing is rather bland; has no clear voice and or sense of originality; is wordy or redundant; or diction &/or sentence structure may be repetitive	Writing lacks a clear voice and original style	
Correct Use of Journalism Style	NO errors in journalism style (quotes, dates, scores, numbers, money, percents, time, commas, etc.); Short paragraphs	Has few (one or two in most stories) errors in journalism style; or may have non-journalistic paragraph structure	Has several errors in journalism style or non-journalistic paragraph structure	Has many errors in journalism style and/or non-journalistic paragraph structure	
Grammar and Spelling	Story is well edited and spell checked; NO errors, including the proper spelling of all names	Story is spell checked and all names are correct; has a few grammatical errors	Story is spell checked and all names are correct; has several grammatical errors	Names are misspelled or spell check was not run; or has many grammatical errors	
Story is properly formatted and saved	Saved as an RTF; No tabs at the beginning of graphs (just a return at the end of the preceding paragraph); Placed in the proper month of the proper editor's folder; Hard copy placed in the adviser's mailbox	Missed one of the four criteria	Missed two of the four criteria	Missed at least three of the four criteria	
Comments:					TOTAL