# 1. Argument & Ideas

### Focus & Relevance
☐ Have you addressed the brief (or terms of reference) ?
☐ Are your conclusions and recommendations clear ?

### Analysis & Use of Evidence
☐ Is each point supported by appropriate and reliable evidence?
☐ Have you analysed, as well as reported, the evidence ?
☐ Have you presented the evidence objectively ?

### Logical flow
☐ Is there a set of clearly defined points in a logical order?

# 2. Structure & Coherence

### Organisation
☐ Is the structure appropriate to the purpose of the report ?
☐ Have you included "content clues" to highlight the logical structure (e.g. introductory statements in sections, topic sentences in paragraphs) ?
☐ Have you included "organisational clues" (e.g. contents page, informative headings) and "layout clues" (e.g. numbering system, visual layout) to highlight the logical structure?
☐ Have you placed detailed "optional" data in the appendices?

### Executive Summary (Abstract )
☐ Have you provided an "overview" that includes the purpose, key issues, conclusions and recommendations?

### Introduction
☐ Does your introduction include the problem, purpose and scope?

### Unity
☐ Does each paragraph focus on one main point?

### Flow
☐ Are there clear links or transitions between paragraphs and between sections ?

### Conclusion
☐ Do your conclusions follow logically from the evidence or findings?
☐ Do your recommendations follow logically from the conclusions ?

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## 3. Clarity & Usage

### Clarity

☐ Is the meaning of your sentences clear ?
*For example, have you*
- ✓ avoided putting too much information in one sentence?
- ✓ kept the "topic" close to the start of the sentence and the important, "new" information near the end?
- ✓ kept the subject and verb close together?

☐ Have you used visuals (e.g. graphs, tables, diagrams) where they present information better than in text form? Have you linked to the visuals to the text (e.g. "see Figure 2", "Appendix 3 provides…")

### Accuracy

☐ Is the grammar, punctuation and spelling correct ?
*For example, have you*
- ✓ compiled a list of your common errors and checked the paper for these?
- ✓ used the computer spell check and then re-checked the paper yourself?
- ✓ read the paper aloud ?

☐ Are the calculations correct?

### Style

☐ Is your writing concise ?
*For example have you*
- ✓ used simple precise words?
- ✓ cut superfluous words, especially jargon, clichés and qualifiers?
- ✓ used the active and passive voice appropriately?

☐ Have you followed the formal conventions of academic writing?
*For example have you*
- ✓ Avoided contractions, (*is not* , not *isn't*)
- ✓ Used a consistent style for abbreviations (see *"Punctuation Basics"*, p.5)?
- ✓ Spelled out commonly shortened names in full, plus [acronym], the first time they are used (e.g. Department of Conservation [DOC])?
- ✓ Spelled out numbers one to ten and all numbers at the start of sentences?
- ✓ Used the appropriate referencing style ?

## 4. Presentation

☐ Have you met the presentation requirements (e.g. layout) ?
☐ Have you checked the formatting?
*For example, have you*
- ✓ checked captions, labels, page numbering ?

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### Useful resources on report writing
If you would like to know more about report writing …

- look at our more detailed handout *"Writing reports"* (This includes a list of useful print and on-line resources)

-  ask the Student Learning Centre receptionist (in H130A) about our other resources and about the workshops and one-to-one appointments we offer.