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| **Text****Theme, message, what does the reader learn about self****Quality of writing, use of language, literary style, imagery****Character and plot development****Reading level, appropriateness for target audience****Strengths, weaknesses, comparison to other similar titles, originality, creativity, controversial elements** | **Illustration/ Layout****Type of illustrations, creative and attractive****Do illustrations carry the story, in harmony with text****Size and shape of book appropriate to audience and content, binding quality, durable** | **Usefulness****Who would enjoy reading this****Usefulness to introduce a particular life lesson or new concept****Would this be useful to teachers, parents, librarians for a particular reason** |