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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** |