Coral Bleaching: [https://aamboceanservice.blob.core.windows.net/oceanservice-prod/facts/coralbleaching-large.jpg](https://aamboceanservice.blob.core.windows.net/oceanservice-prod/facts/coralbleaching-large.jpg)

1. **What is the purpose/message?** How easy or challenging is it to understand what the purpose/message is?
2. **Who is the audience?** Adults, kids, instructors, researchers, general public, someone else?
3. **Organization and design** – is it clear or ambiguous? Logical and organized? Well labeled?
4. **Representation** – do the images, icons, symbols make sense? Are they well labeled?
5. **Data and sources** – Accuracy, relevance, sufficiency, completeness of data given through credible sources?