The ideal review includes (for a total of 20 points)

10 evidence that the reviewer read the paper, including

2   a description of the paper reviewed.
2   The review shows insight and judgment, including evaluation of the strengths and limitations of the paper.
2   The tone is professional and as positive as possible.
4   Detailed recommendations for improvement are given.

Points will be deducted for poor presentation (1-2) and poor judgment (1-2).