Brochure

Topic\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Excellent (4 each)** | **Proficient (3 each)** | **Adequate (2 each)** | **Needs Improvement (1 each)** | **Points Earned** |
| **Completion** | \_\_ On time | \_\_ 1 day late | \_\_2 days late | \_\_3 or more days late |  |
| **Appearance** | \_\_Contains 5 or more visuals  \_\_ All visuals are appropriate, appealing & relevant to topic  \_\_Design/layout  of brochure is appealing and shows clear planning | \_\_ Contains 4 visuals  \_\_ Most visuals are appropriate, appealing & relevant to topic  \_\_Design/Layout of brochure is appealing | \_\_ Contains 3 visuals  \_\_Some visuals are appropriate, appealing & relevant to topic  \_\_Design/layout of brochure is disjointed | \_\_ Less than 3 visuals  \_\_Quality of visuals is poor  \_\_Design/layout of brochure lacks planning |  |
| **Organization** | \_\_Each panel has a clear focus  \_\_panels fit together in an effective manner & flow well | \_\_ Most panels have a clear focus  \_\_Most panels fit together in an effective manner & flow well | \_\_ Some panels have a clear focus  \_\_ Some panels fit together in an effective manner, but lack continuity | \_\_Panels lack a clear focus  \_\_ Flow between panels is awkward |  |
| **Content** | \_\_All 10 required bullet points included  \_\_Information is accurate and includes statistics and/or other related facts  \_\_Information is clearly expressed in your own words | \_\_8-9 bullet points included  \_\_Most information is accurate  \_\_Most information is clearly expressed in your own words | \_\_6-7 bullet points included  \_\_Some information is accurate  \_\_Some information is clearly expressed in your own words | \_\_Less than 6 bullet points included  \_\_ Lacks accurate information  \_\_Information lacks clarity |  |
| **Writing/Mechanics**  **(Includes grammar, spelling, punctuation and capitalization)** | \_\_Writing is fluent  \_\_Mechanical errors not present | \_\_Most writing is fluent. \_\_Mechanical errors are minimal and do not distract the reader | \_\_Writing could be more fluent.  \_\_Mechanical errors distract the reader | \_\_Fluency problems.  \_\_Many mechanical errors distract the reader |  |
| **Turn over this page!**  **Citations** | **Turn over this page!**  \_\_At least 3 sources of written information were used  \_\_Citations done properly according to MLA format | **Turn over this page!**  \_\_ 2 sources of written information were used  \_\_Several errors in citation format | **Turn over this page!**  \_\_1 source of written information were used  \_\_Many errors in citation format | **Turn over this page!**  \_\_ Citations not included |  |
| **Presentation** | \_\_Key material was presented in a logical order  \_\_Did not read directly from brochure or slide  \_\_Loud, clear  voice used  \_\_Allowed time for questions and accurately answered them  \_\_Electronic file emailed prior to class and/or brought to class | \_\_Most key material was presented in a logical order  \_\_Did not read directly from brochure or slide  \_\_Loud, clear voice used most of the time  \_\_Allowed time for questions but did not know answers to some of them  \_\_Electronic file emailed prior to class and/or brought to class | \_\_Some key material was presented in a logical order  \_\_Read some information directly from brochure or slide  \_\_Loud, clear  voice used some of the time  \_\_Allowed time for questions but did not know answers to most of them  \_\_Electronic file emailed prior to class and/or brought to class | \_\_Little key material was presented, not in a logical order  \_\_Most information was read directly from the brochure or slide  \_\_Difficult to understand  \_\_Did not allow time for questions  \_\_Electronic file was not emailed prior to class and/or brought to class |  |
| **Total Points/Grade** |  |  |  |  |  |

**Comments:** 70-72 A+ 60-62 B 51-52 C-

67-69 A 58-59 B- 48-50 D+

65-66 A- 56-57 C+ 46-47 D

63-64 B+ 53-55 C 43-45 D-