

Group Members: _____ Product / Issue: _____ Total Points: _____

Brochure Rubric

Category	Exemplary 23-25 points	Proficient 20-22 points	Partially Proficient 17-19 points	Incomplete 0-16 points	Group Assessment	Teacher Assessment
Content	-Product & Purpose creatively presented with theme present -Well-written text -Appropriate tone maintained	-Identifies Product & Its Purpose -Creates Interest in product -Text is accurate and clearly written	-Product & Purpose partially identified -Attempts to create interest -Info. vague and/or disconnected - No unifying idea	-Purpose and/or product not clearly identified -Missing and/or irrelevant information -Incorrect information -Fails to create interest		
Audience	-Exceptional appeal to intended audience (part of overall design concept)	-Intended Audience Evident	-Attempts to appeal to a specific audience	-Intended audience unclear		
Page Design	Exceptional design: -Graphics enhance visually, -Fonts create a theme & enhance message	-Pleasing Alignment -Graphic elements used effectively -Effective font use (size, readability, style, types, number)	-Some graphic elements present -Fonts may be hard to read, not appropriate to message	-Graphic elements detract from message -Inappropriate font use		
Productivity Tools	-Graphics, tables, charts integral part of message -Attractive and accurate	-Brochure contains two or more different tools (tables, graphics, graphs/charts)	-Less than two tools used -Elements may contain errors and/or are difficult to interpret	-Productivity tools not present or detract from message		
Planning & Production	-Group collaboration exceptional -Rough layout demonstrates excellent design & is detailed -Produced in Publisher & file saved to disk -Brochure high quality print, on time or early	-Group collaboration evident -Rough layout created & approved prior to production -Produced in Publisher & file saved to disk -Brochure printed & handed out one day before group presentation	-Some collaboration evident -Rough layout lacks sufficient detail -Produced in Publisher, but file not saved properly -Brochure late and/or inferior printing	-Work not distributed among group -Teacher intervention may have been required -Layout late or not approved -Brochure late and/or not handed out to class		

Comments: _____
