

TC 151
Rubric, **CREATION**

Group members' names: _____

The "analysis" section (of the memo) is an adequate length (5) ____

The memo effectively informs the reader about the client, purpose, and audience for the brochure (7) ____

The memo includes specific and effectively used terminology from the class (10) ____

The design plan is sufficiently described in the memo (8) ____

The brochure's layout makes visual sense, when closed and when open (10) ____

The color-scheme and picture-use and quality are well thought-out, purposeful, and display an understanding of the principles of design related to color and photography (10) ____

Regarding the text in the brochure, the words are carefully chosen, appropriate for the audience, and effectively located in the document (10) ____

The brochure includes a graphical representation of data that is well designed and relevant to the overall purpose of the brochure (10) ____

GRAMMAR, STYLE, SPONSOR:

Grammar/syntax problems (10) ____
Comments:

Brochure tone is appropriate for audience and purpose (2) ____

The memo and brochure have been thoroughly proofread (2) ____

Evidence of consultation with and feedback from Sponsor are included in memorandum; Sponsor form submitted (6) ____

FORMAT:

The brochure uses "white-space" effectively (5) ____

The font-choice is wise and effective (5) ____

TOTAL POINTS RECEIVED for brochure (out of 100 possible):

Individual student grade: _____
Brochure: _____ / 20
Performance within group: _____ / 5
Total: _____ / 25