

# Brochure/Newspaper Ad Rubric

## Evaluation

You will be evaluated using the following "Rubrics".

<b>CATEGORIES</b>	<b>Excellent -4</b>	<b>Good - 3</b>	<b>Satisfactory - 2</b>	<b>Needs Improvement - 1</b>
<b>Knowledge</b>	The student includes the name of the job, a thorough job description, education necessary, pay scale and benefits. Other information that is important about the career is included with great detail.	The student includes the name of the job, an adequate job description, education necessary, pay scale and benefits. Some other information that is important about the career is included.	The student includes the name of the job, a brief job description, education necessary, pay scale and benefits. No extra information about the career is given.	The student includes the name of the job but lacks one or more of the following: job description, education necessary, pay scale and benefits. No extra information about the career is given.
<b>Writing - Organization</b>	Each section in the brochure has a clear beginning, middle, and end.	Almost all sections of the brochure have a clear beginning, middle and end.	Most sections of the brochure have a clear beginning, middle and end.	Less than half of the sections of the brochure have a clear beginning, middle and end.
<b>Writing – Grammar</b>	There are no grammatical mistakes in the brochure	There are a few grammatical mistakes in the brochure	There are some grammatical mistakes in the brochure	There are several grammatical mistakes in the brochure
<b>Graphics</b>	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text-heavy"	Graphics do not go with the accompanying text but appear to be randomly chosen.