

TC 151  
Rubric, **CREATION**

Group members' name: \_\_\_\_\_

The analysis section (of the memo) is the appropriate length (5) \_\_\_\_\_

The memo effectively informs the reader about the 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 AND STYLE:**

Grammar/syntax problems (10) \_\_\_\_\_  
Comments:

Brochure tone is appropriate for audience and purpose (5) \_\_\_\_\_

The memo and brochure have been thoroughly proofread (5) \_\_\_\_\_

**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):

<p><b>Individual student grade:</b> _____</p> <p>Brochure: _____ / 20</p> <p>Performance within group: _____ / 5</p> <p>Total: _____ / 25</p>
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