

## Making A Brochure : Computer Advertisement

Teacher Name: **Ms. Hulstrom**

Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
<b>Content - Accuracy</b>	All facts in the ad are accurate.	99-90% of the facts in the ad are accurate.	89-80% of the facts in the ad are accurate.	Fewer than 80% of the facts in the ad are accurate.
<b>Spelling &amp; Proofreading</b>	No spelling errors remain after one person other than the typist reads and corrects the ad.	No more than 1 spelling error remains after one person other than the typist reads and corrects the ad.	No more than 3 spelling errors remain after one person other than the typist reads and corrects the ad.	Several spelling errors in the ad.
<b>Sources</b>	Careful and accurate records are kept to document the source of 95-100% of the facts and graphics in the ad.	Careful and accurate records are kept to document the source of 94-85% of the facts and graphics in the ad.	Careful and accurate records are kept to document the source of 84-75% of the facts and graphics in the ad.	Sources are not documented accurately or are not kept on many facts and graphics.
<b>Graphics/Pictures</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 or appear to be randomly chosen.
<b>Knowledge Gained</b>	All students in the group can accurately answer all questions related to facts in the ad and to technical processes used to create the brochure.	All students in the group can accurately answer most questions related to facts in the ad and to technical processes used to create the brochure.	Most students in the group can accurately answer most questions related to facts in the ad and to technical processes used to create the ad.	Several students in the group appear to have little knowledge about the facts or technical processes used in the ad.
<b>Contained all Computer Parts</b>	9 of the 9 items are covered.	7-8 of the 9 items are covered.	5-6 of the 9 items are covered.	less than 5 of the items are covered.