TCO 285
Brochure Grading Rubric

Student: _____

Points (75)		Elements of Review
(10)	Balance	• Organized placement of elements • Consistent typestyles • Same basic layout from page to page, column to column • Images match context
(5)	Appropriate for Audience	• Message is targeted for correct audience • Design supports audience characteristics
(10)	Emphasis	• Visual hierarchy clear • Elements placed strategically
(10)	Focus	• Elements are placed according to a grid, intersection of grid lines, or in some other method to achieve clear visual focus
(10)	Contrast	• Contrast achieved between headlines and text, size, alignment, color
(10)	Overall Visual Appeal	• Aesthetically appealing; makes good visual sense • Appropriate font choices, pleasing design • Legible; easy to read and understand
(10)	Flow	• Visual hierarchy helps reader see elements in the right order • Both visual and verbal flow are represented
(5	Creativity & Professionalism	• Original design; thoughtful layout • Clear, crisp, professional design & layout
(5)	Grammar, Spelling, and Punctuation	• Follows conventional standards • No spelling errors • No grammatical errors • Word processing mechanics are perfect

Comments