**Business Information Management II – Internal and External Communication**

**Assignment #3**

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
| Poster | Poster includes at | 3-4 documents | Only 2 | Several |
|  | least 4 | are included on | documents | documents |
|  | documents as | poster | included on | missing from |
|  | well as additional |  | poster | poster |
|  | information |  |  |  |
|  |  |  |  |  |
| Appearance-Word | All Word | 1 Word | 2 of the Word | No formatting |
| documents (letter, | documents | document has | documents | present in any |
| memo, …) | formatted | formatting errors | contain | Word document |
|  | properly |  | formatting errors |  |
|  |  |  |  |  |
| Appearance- | Excellent use of | Adequate use of | Design | Design |
| desktop publishing | design principles | design | principles not | principles not |
| documents | such as use of | principles | followed on 1 | followed on any |
| (flyers, invitations, | white space, |  | document | of the desktop |
| …) | balanced use of |  |  | publishing |
|  | text and graphics |  |  | documents |
|  |  |  |  |  |
| Mechanics | No documents | 1 document | 2 documents | More than 2 |
|  | contain grammar | contains 1-2 | contain at least | documents |
|  | or punctuation | grammar or | 2 grammars or | contain grammar |
|  | errors | punctuation | punctuation | or punctuation |
|  |  | errors | errors | errors |
|  |  |  |  |  |
| Documents related | All documents | 1 document | 2 documents do | More than 2 |
| to project | relate | does not relate | not relate to the | documents do |
|  | exceptionally well | well to the book | issues at the | not relate to the |
|  | to the book store | store issues | book store | book store |
|  | issues |  |  | issues |
|  |  |  |  |  |

Total Score \_\_\_\_\_\_\_\_

Maximum 100 Points