

Rubric for Brochure

Task Description: Select a food service industry career and complete in-depth research in order to create a tri-fold informational brochure.					
Criteria	weight	Professional	Adequate	Needs Work	Unsatisfactory
Content	50%	<input type="checkbox"/> Demonstrates in depth understanding of topic <input type="checkbox"/> Accurately utilizes researched information in the brochure	<input type="checkbox"/> Demonstrates understanding of the topic <input type="checkbox"/> Employs research information with an adequate degree of accuracy	<input type="checkbox"/> Demonstrates little understanding of topic <input type="checkbox"/> Employs research information with a fair degree of accuracy	<input type="checkbox"/> Lacks understanding of topic <input type="checkbox"/> Reports only the most basic parts of the information
Written Presentation	20%	<input type="checkbox"/> Well organized content <input type="checkbox"/> Attractive and well designed format <input type="checkbox"/> Clear and easily understood message <input type="checkbox"/> Computer generated with strong visual appeal	<input type="checkbox"/> Content is organized <input type="checkbox"/> Format is adequate <input type="checkbox"/> Message is sufficiently understood <input type="checkbox"/> Computer generated with acceptable eye appeal	<input type="checkbox"/> Content lacks organization <input type="checkbox"/> Format is difficult to follow and poorly organized <input type="checkbox"/> Message not clearly understood <input type="checkbox"/> Computer generated but poorly designed	<input type="checkbox"/> Unorganized content <input type="checkbox"/> Hard to follow <input type="checkbox"/> Message difficult to understand; tendency to wander or ramble <input type="checkbox"/> Handwritten or computer generated with little organization or skill
Research Quality	15%	<input type="checkbox"/> Five sources used <input type="checkbox"/> Use of reliable sources <input type="checkbox"/> Accurate analysis of research	<input type="checkbox"/> Three sources used <input type="checkbox"/> Sources have some reliability <input type="checkbox"/> Adequate analysis of research	<input type="checkbox"/> Two sources used <input type="checkbox"/> Questionable reliability of sources <input type="checkbox"/> Basic information with questionable accuracy	<input type="checkbox"/> Less than two sources used <input type="checkbox"/> Little reliability of sources <input type="checkbox"/> Inaccurate information
Visual Appeal	15%	<input type="checkbox"/> Imaginative; original <input type="checkbox"/> Use of graphics make the message “come alive”	<input type="checkbox"/> Creativity is acceptable <input type="checkbox"/> Use of graphics adequate to present message	<input type="checkbox"/> Little creativity used <input type="checkbox"/> Poor selection of graphics	<input type="checkbox"/> No originality <input type="checkbox"/> Graphics do not tie in with the message

Assignment Score _____ + Beyond/Bonus _____ = Final Score _____