

Rubric for Family Flyer

<p>Task Description: You have been hired as an assistant at the Community Family Center. You have been assigned to design an informational flyer for the families who visit the center. Your flyer should include:</p> <ul style="list-style-type: none"> • Types of families • Societal, cultural, demographic and economic factors affecting family responsibilities today • Roles and responsibilities of family members • Guidelines for a productive family unit • Factors that influence family responsibilities • Graphics and any other information needed to complete the flyer 					
Criteria	weight	Professional	Adequate	Needs Work	Unsatisfactory
Introduction (Business Name)	15%	<input type="checkbox"/> Fully captures the attention of the families	<input type="checkbox"/> Captures the attention of the families	<input type="checkbox"/> Few family members seem interested	<input type="checkbox"/> Audience is not captured
Content	50%	<input type="checkbox"/> Demonstrates in-depth understanding of topic <input type="checkbox"/> Accurately utilizes information in the flyer	<input type="checkbox"/> Demonstrates understanding of topic <input type="checkbox"/> Employs information with an adequate degree of accuracy	<input type="checkbox"/> Demonstrates little understanding of topic <input type="checkbox"/> Employs 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 visual 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"/> Format is hard to follow <input type="checkbox"/> Message difficult to understand <input type="checkbox"/> Handwritten or computer generated with little organization or skill
Visual Appeal	15%	<input type="checkbox"/> Imaginative; original <input type="checkbox"/> Use of graphics makes 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 _____ + Beyonder/Bonus _____ = Final Score _____