

### Rubric for Salon Advertisement Flyer

<p>Task Description: Design and create a salon advertisement flyer for a new salon in the area. Be sure to include:</p> <ul style="list-style-type: none"> <li>• Business name</li> <li>• Location</li> <li>• Hours of operation</li> <li>• Prices (optional)</li> <li>• Promotion(s)</li> <li>• Services</li> <li>• Social media use</li> <li>• Graphics and any other information needed to attract clients</li> </ul>					
Criteria	weight	Professional	Adequate	Needs Work	Unsatisfactory
<b>Introduction (Business Name)</b>	15%	<input type="checkbox"/> Fully captures the attention of the client	<input type="checkbox"/> Captures the attention of the client	<input type="checkbox"/> Few members seem interested	<input type="checkbox"/> Audience is not captured
<b>Content</b>	50%	<input type="checkbox"/> Demonstrates in-depth understanding of topic <input type="checkbox"/> Accurately utilizes information in the brochure	<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
<b>Written Presentation</b>	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"/> Format is hard to follow <input type="checkbox"/> Message difficult to understand <input type="checkbox"/> Handwritten or computer generated with little organization or skill
<b>Visual Appeal</b>	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 \_\_\_\_\_