

Publisher—Brochure Assessment Rubric

Name _____

Brochure Title _____

Purpose of Brochure _____

Criteria	Exceeds Standard	Meets Standard	Below Standard
Design is appealing and attractive	Selected template and/or style is skillfully modified to engage an intended audience	Selected template and/or style interests intended audience	Template and/or style is inappropriate for the intended audience
	Bars, boxes and spaces contribute to a powerful visual design	Bars, boxes and spaces are used effectively in the design	Bars, boxes and spaces are a distraction in the design
	Font style and size clearly guide the audience in the importance of information	Font style and size support the importance of information	Little or no evidence that font style and size are used to support information
	Color emphasizes the intent of the information in an intentional way	Color is used to enhance the design and support message	The use of color distracts from the message of the brochure
	Placement and manipulation of graphics and/or objects powerfully supports the information in the brochure	The appearance of graphics and/or objects supports the information in the brochure	The appearance of graphics and/or objects distracts from the information in the brochure
Content is relevant and appropriate for purpose	Brochure effectively and clearly presents critical information	Brochure contains relevant information	Brochure information is confusing or loosely connected
	Images enhance the impact of the information and engage the audience in the content of the brochure	Images support information and are placed in appropriate positions in the content	Images do not relate effectively to content
Brochure is an effective communication tool for a target audience	Brochure is informative and uniquely appeals to the target audience	Brochure informs the target audience	Brochure leaves the target audience asking questions and needing additional information
	Brochure is professional in quality, free of grammar, spelling, layout, or printing errors	Grammatical, spelling, layout or print errors do not distract from information communicated in the brochure	Grammatical, spelling, layout or print errors distract from information communicated in the brochure