**CC 9.8**

**Indicators**

* I can write to explain and inform (a brochure)
* I can design and publish documents by using publishing software

A good brochure has:

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| **Criteria** | **Strong** | **Competent** | **Adequate** | **Developing** | **Not Yet** |
| 5 | 4 | 3 | 2 | 1 |
| **Message Quality (Ideas and Development)** | Message is clear, focused, and well developed. | Message is clear, focused, and developed. | Message is adequately communicated. | Message is discernible. | Main message or focus is unclear. |
| **Organization and Design** | All elements (e.g., graphics, movement, sound, diagrams, charts, photographs, spacing, colour, lettering) are effective. | Most of the elements (e.g., graphics, movement, sound, diagrams, charts, photographs, spacing, colour, lettering) are effective. | Some of the elements (e.g., graphics, movement, sound, diagrams, charts, photographs, spacing, colour, lettering) are not clear and consistent with the purpose. | Many of the elements (e.g., graphics, movement, sound, diagrams, charts, photographs, spacing, colour, lettering) are not as clear or effective as they could be. | Most elements (e.g., graphics, movement, sound, diagrams, photographs, spacing, colour, lettering) are of limited effectiveness. |
| **Language Cues and Conventions** | Word choices are interesting and appropriate. | Most word choices are effective | Most word choices are appropriate and correct but they lack flair and originality | Word choices are common place and lack punch | Word choices are vague and inappropriate |
| **Presentation** | Presentation has an overall appeal to the audience, communicates and complements the ideas, and utilizes the chosen media effectively | Presentation is clear and focused. The presentation appeals to the audience. | Presentation is satisfactory but is not necessarily polished. | Presentation is uneven and lacks clarity. | Presentation is unsatisfactory, sloppy, or inadequate. |