

Professional Dress -How to-

	Excellent 20-15 pts.	Good 14-10 pts.	Satisfactory 9-5pts.	Needs Improvement 4-0pts.	Points Awarded
Content, Accuracy and Organization	All facts in the brochure are accurate and match cited resources. Each section in the brochure has a clear beginning, middle, and end.	99-90% of the facts in the brochure are accurate. 75% or more sections of the brochure have a clear beginning, middle, and end.	89-90% of the facts in the brochure are accurate. 60% of the sections of the brochure have a clear beginning, middle, and end.	Fewer than 80% of the facts in the brochure are accurate. Less than half of the sections of the brochure have a clear beginning, middle, and end.	
Grammar	No spelling errors and all sections of brochure are free of writing errors.	No more than 1 spelling and/or writing errors are present.	No more than 3 spelling and/or writing errors are present.	More than 3 spelling and/or writing errors are present.	
Attractiveness & Organization	The brochure Has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has wellorganized information or format but not both.	The brochure's formatting and organization of material is confusing to the reader.	
Graphics/ Pictures	Graphics match the topic and text in section where placed. Each section has no more than two graphics and there are at least a total of three graphics used.	Graphics go well with the text, but there are so many (more than two per section)that they distract from the text.	Graphics go well with the text, but there are too few (less than three graphics for entire brochure) and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.	
Total Points					