Student _____   Due Date _____   Date Submitted _____

DEVELOP A PORTFOLIO
Organization Brochure
Assessment

Directions: On a scale from 10 (high) to 0 (low/not effective), evaluate each area using the criteria specified.

Criteria	10-9	8-7	6-5	4-0
Layout and Design (10) ☐ Margins spaced appropriately ☐ Gutters sized appropriately ☐ Columns effectively used ☐ Brochure attractive, creative and informational				
Text (10) ☐ Text objects and associated features acceptable ☐ Headlines and captions expressive ☐ Text used effectively with graphics				
Paragraphs (10) ☐ Paragraph attributes appropriate ☐ Tabs and indentations consistent and spaced efficiently				
Graphics (10) ☐ Appropriately used ☐ Logos, if used, are correctly applied ☐ Effectively used ☐ Proportionally shaped—not distorted				
Presentation (10) ☐ Multiple-page presentation effective ☐ Front panels match back panels appropriately ☐ Accordion fold used correctly ☐ Printing correct/accurate for folds and panels ☐ Ideas developed and easy to follow				

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Criteria	10-9	8-7	6-5	4-0
File Management (10) ☐ Print screen submitted ☐ Files included in Details view				
Subtotal				
Deduct 1 point for each uncorrected error =				
Total Points =				