

Rubric for the brochure





Rubric to evaluate the brochure

	4. Excellent	3. Advanced	2. Medium	1. Initiated
Features of the brochure	All the indications for the title, the main image and the structure are met. (4)	Almost all of the guidelines for the title, the main image and structure are fulfilled. (3)	Some of the indications for the title, main image and structure are fulfilled. (2)	The indications the title, main image and structure are not complied with. (1)
Information from the brochure	All important product information is displayed: uses, battery life, shape and parts. (4)	Almost all important product data is displayed: uses, battery life, shape and parts. (3)	Some of the important facts about the product are listed: uses, battery life, shape and parts. (2)	There is little important information about the product: uses, battery life, shape and parts. (1)
Organisation of information	The information is very well organised, clear and easy to read. (4)	In general, the information is clear, organised and easy to read. (3)	The information is poorly organised, not very clear and a bit difficult to read. (2)	The information is poorly organised, unclear and difficult to read. (1)
Pictures	All pictures are appropriate to the content and related to the topic. (4)	Almost all pictures are appropriate to the content and related to the topic. (3)	Several pictures are included that are inappropriate to the content and not related to the topic. (2)	The pictures are not appropriate to the content and are not related to the topic. (1)
Originality	Overall, the brochure is attractive and original. The aspects of the format (colours, font, etc.) stand out. (4)	The brochure is quite attractive and original. Some aspects of the format (colours, font, etc.) stand out. (3)	The brochure is adequate, although unattractive. Aspects of the format (colours, font, etc.) are poor. (2)	Overall, the brochure is inadequate and unattractive. (1)



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