

# CTE CURRICULUM BROCHURE RUBRIC

Name \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_

<b>INDESIGN (65 PTS.)</b>	<b>SCORE</b>	<b>POSSIBLE</b>
Brochure was laid out correctly		5
Elements and Principals of design were used throughout and correctly		10
A minimum of 2 graphics or images are used		5
Titles are used for each section		5
Text is readable and has a good flow for readers		5
Cover of brochure is eye catching and engaging		5
Overall brochure is designed in a style to match the classes assigned		5
A Color scheme has been used affectively		5
Overall design		20
<b>CLIENT (25 PTS.)</b>		
You met with your client		5
You took appropriate notes about your clients wishes		5
You made appropriate adjustments based on your client's and Scales' feedback		5
You overall design reflects your clients' needs and wishes		10
<b>PROPER FILE MANAGEMENT (10 PTS.)</b>		
File was in the proper format (.id and .jpeg)		4
File was properly named (firstname+lastname + CTE)		3
File was properly submitted (copied to Ms. Scales)		3
<b>Total Score</b>		<b>100</b>

CTE Teacher Feedback: \_\_\_\_\_

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