

Student Name:

Career Flyers

	5	4	3	2	1	0	Score
Name of Career	Mentioned and stands out	Mentioned and size is good but a change in either font or color would make it stand out more	Mentioned but could be a little bigger	Mentioned but blends with rest of the information	Mentioned but due to either size or location hard to find	Not mentioned	
Description	Mentioned and gives a clear understanding of career	Mentioned but could use more detail		Mentioned but word choice makes it unclear what career is about	Mentioned but very vague	Not mentioned	
Responsibilities	Mentioned and gives a clear understanding of responsibilities	Mentioned but could use more detail		Mentioned but word choice makes it unclear what someone does in that career	Mentioned but very vague	Not mentioned	
Education/ Certifications Required	Mentioned and gives a clear understanding of education required		Mentioned but could use more detail		Mentioned but very vague	Not mentioned	
Pay	Mentioned yearly salary		mentioned pay but didn't calculate yearly salary			Not mentioned	
Photo of Career	Photo included that relates to the career and is of a size that enhances the brochure	Photo included and relates to career but small and gets lost	Photo included and relates to career but is so big is overwhelms the information	Photo included but has only a vague relationship to career	Photo included but has nothing to do with career	No photo included	
Use of Color & Readability	Can easily read all aspects of the flyer		Color used and it adds to the overall look. May be hard to read due to color or font choices.	Color used but could use more. Hard to read certain parts due to color or font choices.	Too much color (too many different colors that you can't pay attention to the information) or hard to read majority due to color or font choices	No Color. Can't read due to either color or text choice	
Design/ Creativity	Design and creativity used in all aspects of the flyer		Required items are broken up where there is white space used to add to the overall design	Required items are in either bullets/numbers or something similar but are blended together --flyer doesn't flow together.	Some design/creativity but mostly just paragraph(s)	No Design/Creativity	
Spelling	No grammatical/spelling errors are present	One to two grammatical/spelling errors are present		Three to four grammatical/spelling errors are present.		Five to six grammatical/spelling errors are present	
Sources	Mentioned and uses the correct format		Mentioned & uses MLA format, but web address is missing		Mentioned but just the website	Not mentioned	
3 Flyers are required. One for each career project. Points will be divided for each flyer.						Total Points	