

	FABULOSO	REACHING FOR IT	GETTING CLOSER	NEEDED MORE TIME/ATTENTION
<p>Purpose: The brochure appeals to the intended audience and is effective in achieving the purpose of persuading people to visit the country.</p>	<p>Wow! This brochure makes the reader want to jump on a plane and go there.</p> <p style="text-align: center;">10 9</p>	<p>The brochure is clearly matched to its intended audience, and it is clearly designed to encourage tourism.</p> <p style="text-align: center;">8 7 6</p>	<p>The brochure is at least someone matched to its intended audience and could possibly encourage tourism.</p> <p style="text-align: center;">5 4 3</p>	<p>It's hard to tell who the intended audience is and/or it doesn't fully succeed in its purpose to encourage tourism.</p> <p style="text-align: center;">2 1</p>
<p>Content: Basics</p> <p>The basic information was included with appropriate thoroughness & accuracy: GDP, form of government, currency</p>	<p>The basic information is included, accurate, and is shared in a way that is not just a list of facts.</p> <p style="text-align: center;">9 8 7</p>	<p>The basic information is all included and is accurate.</p> <p style="text-align: center;">6 5 4</p>	<p>The basic information is mostly included, but may be missing a piece or lack some accuracy.</p> <p style="text-align: center;">3 2</p>	<p>More than one basic piece of information is missing or is inaccurate.</p> <p style="text-align: center;">1</p>
<p>Content: Physical Features</p> <p>Five or more physical features are included. They are well-chosen and shared in a way that highlights their importance and why they are interesting.</p>	<p>At least six physical features are included. They are the best choices to highlight, and the brochure makes it clear why they are important & why people would want to see them.</p> <p style="text-align: center;">12 11 10</p>	<p>Five physical features are included. They are the best choices to highlight, and the brochure makes it clear why they are important & why people would want to see them.</p> <p style="text-align: center;">9 8 7</p>	<p>Fewer than five physical features are included and/or the reason for their importance may be lacking or insufficient. There may be a lack of persuasive voice.</p> <p style="text-align: center;">6 5 4</p>	<p>Fewer than five physical features are included and/or the reason for their importance is lacking or insufficient. There is a lack of persuasive voice.</p> <p style="text-align: center;">3 2 1</p>
<p>Content: Cultural Traditions</p> <p>The brochure shares important cultural traditions in an interesting ways.</p>	<p>At least three important cultural traditions are shared in a way that makes the reader want to experience them for themselves.</p> <p style="text-align: center;">12 11 10</p>	<p>Three important cultural traditions are shared in a thorough and interesting way.</p> <p style="text-align: center;">9 8 7</p>	<p>Three or fewer cultural traditions are shared in a way that may be lacking in thoroughness or interest.</p> <p style="text-align: center;">6 5 4</p>	<p>Fewer than three cultural traditions are shared or may be shared in a way that lacks thoroughness or interest.</p> <p style="text-align: center;">3 2 1</p>

<p>Content: Tourism</p> <p>The brochure highlights the reasons tourists might want to visit the country.</p>	<p>It is very clear that there was research into what currently draws tourists to the country.</p> <p>10 9</p>	<p>It appears as though research was done.</p> <p>8 7 6</p>	<p>There may have been research done, but it's not easy to tell.</p> <p>5 4</p>	<p>There is little or no evidence that any research was done.</p> <p>3 2 1</p>
<p>Content: Conventions</p> <p>Strong grammar skills, accurate spelling, word choice</p>	<p>The word choice, spelling, and grammar are very nearly without error and strengthen the brochure.</p> <p>10 9</p>	<p>There are few errors, and the word choice is strong.</p> <p>8 7 6</p>	<p>There are some errors, the word choice could be stronger, and/or the errors weaken the effectiveness of the brochure.</p> <p>5 4 3</p>	<p>There are significant errors that interfere with the message and effectiveness of the brochure.</p> <p>2 1</p>
<p>Design: Graphics</p> <p>The graphics are strong and effective.</p>	<p>The graphics add to the brochure and aid in understanding. They are well-balanced with text to create a pleasing layout.</p> <p>14 13 12</p>	<p>There are good quality graphics that add to the effectiveness of the brochure. They are balanced with text.</p> <p>11 10 9 8</p>	<p>The graphics are fairly good, but not be well laid-out or are not as well balanced with the text as they could be.</p> <p>7 6 5 4</p>	<p>The graphics are lacking, of poor quality, or are unbalanced with the text (either too many or too few).</p> <p>3 2 1</p>
<p>Design:</p> <p>The style is strong and effective.</p>	<p>The fonts and colors add to the overall impression of the brochure. The text is easy to read. The overall impression is very strong.</p> <p>15 14 13 12</p>	<p>The fonts and colors are acceptable. The overall design is quite good.</p> <p>11 10 9 8</p>	<p>The fonts and colors are fine, but may be lacking in ease of reading or are unmatched to the subject. The overall design is fine.</p> <p>7 6 5</p>	<p>The fonts, colors, or overall design are lacking. More care was needed in the style of the brochure.</p> <p>4 3 2 1</p>
<p>Creativity: Originality</p> <p>Brochure uses unusual or unexpected ways to convey the information</p>	<p>Your brochure uses unusual or unexpected pictures or words to show and tell the story of the country.</p> <p>8 7</p>	<p>Some of the pictures, words, or some element of the design is unusual or unexpected.</p> <p>6 5</p>	<p>One or two items are unusual or unexpected.</p> <p>4 3</p>	<p>The brochure is very predictable. It looks like any other brochure with little or nothing to set it apart.</p> <p>2 1</p>
<p>TOTAL:</p>				/100