

Rubric for Desktop Publishing

The main purpose of a rubric is to help you do your best work. Use the rubric to make sure you understand what you are expected to learn. Is all of your work best described by column 4? If not, what can you improve? If you have access to a printer, you may want to print the rubric for reference as you work through the activities. Ask your teacher for help if you have any questions about the rubric.

	4	3	2	1
Brochure	The overall look is appropriate for the topic and enhances the message of the essay.	The overall look is appropriate for the topic and conveys the message of the essay.	The overall look is appropriate for the topic.	The overall look is not appropriate for the topic.
Desktop Publishing	Technology tools are used to create an attractive look that enhances the message of the essay, and an appropriate template is used and effectively modified to enhance the message of the essay.	Technology tools are used to create an attractive publication, and an appropriate template is used and modified.	Technology tools are used effectively to format the publication, and an appropriate template is used but not modified.	Technology tools are not used effectively, or an inappropriate template is used.
Graphic Design	The essay is easy to read, and the type and graphics contribute to readability.	The essay is easy to read, and the type and graphics are appropriate.	The essay is easy to read, but the type or graphics may not be appropriate.	The essay is difficult to read because the type and graphics detract from the presentation.
Writing Mechanics	All words are spelled and capitalized correctly. All sentences are punctuated correctly.	Almost all words are spelled and capitalized correctly. Almost all sentences are punctuated correctly.	Several words are misspelled or capitalized incorrectly. Several sentences are punctuated incorrectly.	Many words are misspelled and capitalized incorrectly. Many sentences are punctuated incorrectly.
File Management	Files are clearly named, consistently saved to the	Files are clearly named and consistently	Work is not lost but files are not clearly named or	Work is lost because files are not clearly named or

	correct location, and well-organized in folders.	saved to the correct location, but they are not well-organized in folders.	consistently saved to the correct location.	consistently saved to the correct location.
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