Advanced Composition: Real-World Writing Brochure (Performance Task)

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| Task Description: Create a brochure about real-world technical writing. Think about what we have learned and worked on and turn that into information for someone who does not know much about real-world writing. Draw on your expertise to inform others on how to successfully write an email, resume, cover letter, etc. Make it helpful, interesting, and physically appealing in order to entertain your reader. As with any brochure, you will be using informational and persuasive writing, as well as graphics, to communicate.  |
| Criteria | weight | Professional (10) | Adequate (7.5) | Needs Work (5) | Unsatisfactory (2) |
| **Content** | 40% | * Demonstrates in depth understanding of the material learned
* Accurately utilizes information in the brochure to help writers
 | * Demonstrates understanding of the and material learned
* Employs information with an adequate degree of accuracy to help writers
 | * Demonstrates little understanding of the material learned
* Employs some information with a fair degree of accuracy to help writers
 | * Lacks understanding of the material learned
* Reports only the most basic information and would not very much help writers
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| **Written Presentation** | 40% | * Well organized content
* Attractive and well designed format
* Clear and easily understood message
* Includes excellent use of informational and persuasive writing
* Writing is neat and professional, final draft quality.
 | * Content is organized
* Format is adequate
* Message is sufficiently understood
* Includes adequate use of informational and persuasive writing
* Writing is neat and somewhat final draft quality, although it could have been improved.
 | * Content lacks organization
* Format is difficult to follow and poorly organized
* Message not clearly understood
* Writing is somewhat neat although not final draft quality.
 | * Unorganized content
* Hard to follow
* Message difficult to understand; tendency to wander or ramble
* Writing is neither neat nor final draft quality.
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| **Visual Appeal** | 20% | * Imaginative; original; creative
* Use of color and graphics make the message “come alive”
 | * Creativity is acceptable
* Some use of color and graphics that are adequate to present message
 | * Little creativity used
* Poor use of color and graphics
 | * No originality or creativity
* Little to no use of color
* Graphics not present or not tied in with the message
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Assignment Score \_\_\_\_\_\_\_\_\_\_\_\_\_\_ **+** Above+Beyond? \_\_\_\_\_\_\_\_\_\_\_\_\_\_ **=** Final Score \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_