Lab 3: Consider This: Your Turn

Antique Store Flyer

Sample Grading Rubric

Part 1:

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| --- | --- | --- | --- |
| **Consider This: Plan Ahead Guidelines** | **Grading Notes** | **Suggested**  **Percent** | **Score** |
| 1. **Choose the text for the headline, body copy, and signature line — using as few words as possible to make a point.** | Headline: Antiques Galore  Body copy, in any order that is logical (some of these items may be formatted as bulleted paragraphs):   * We sell all types of vintage items and also buy items individually or as an entire estate. Bring your items in for a free appraisal! * 1,200 square foot shop * Collectibles, costume jewelry, furniture, paintings, pottery, toys, and more! * Affordable items with new inventory daily * Located at 229 Center Street in Snow Hill * Open from 9:00 a.m. to 8:00 p.m. daily.   Signature line: Questions? Call 312-555-2000 or find us on Facebook. | **10** |  |
| 1. **Format various elements of the text.** |  | **50** |  |
| 1. **Select appropriate font sizes for text in the headline, body copy, and signature line.** | * The font size of the body copy should be large enough for passersby to read the flyer. * The font size of the headline should be larger than the body copy. * If possible, the font size of the signature line should be larger than the body copy but smaller than the headline. |  |  |
| 1. **Select appropriate fonts for text in the headline, body copy, and signature line.** | * The fonts should be easy to read. * The flyer should not use too many different fonts (two fonts are recommended). |  |  |
| 1. **Adjust paragraph alignment, as appropriate.** | * The flyer should not use too many different paragraph alignments (two different alignments are recommended). |  |  |
| 1. **Highlight key paragraphs with bullets.** | * The bulleted list can use any bullet symbol, but each bulleted item in the list should use the same symbol. |  |  |
| 1. **Emphasize important words.** | * Important text should be underlined, italicized, color, or bold, but these formats should be used sparingly. |  |  |
| 1. **Use color to convey meaning and add appeal.** | * Colors and shading should be used to convey meaning. * Multiple colors should complement each other and the existing theme colors. * Avoid using too many colors, which can detract from the flyer and make it difficult to read. |  |  |
| 1. **Find an eye-catching graphical image(s) that conveys the overall message and meaning of the flyer.** | * The flyer should contain two digital pictures, either the photography pictures from the Data Files or images the students took with their own digital cameras or scanned from old photos. * If students use their own images, the pictures should convey the overall message and meaning of the flyer. | **5**  **(10% extra credit if students find/use their own images)** |  |
| 1. **Establish where to position and how to format the graphical image(s) so that the image grabs the attention of passersby and draws them into reading the flyer.** | * The position and format of the two pictures should grab the attention of passersby and draw them into reading the flyer. * If the pictures use colors, they should be part of the document’s color scheme. | **10** |  |
| 1. **Determine whether the flyer needs enhancements such as a graphical, color-coordinated border or spacing adjustments between elements to improve readability or overall appearance.** | * If the flyer contains a border, it should be color-coordinated and nicely frame the contents of the flyer. * Spacing between elements on a flyer should be appropriate. * If necessary, the flyer should be vertically centered. * The flyer should fit on a single page. | **15** |  |
| 1. **Correct errors and revise the document as necessary.** | * The flyer as a whole should be visually appealing. * The flyer should not contain any spelling or grammar errors. | **10** |  |
| 1. **Determine the best method for distributing the document, such as printing, sending via email, or posting it.** | N/A |  |  |

Part 2: Critical Thinking Decisions

This assignment requires students to explain why they made these decisions in creating their flyers:

* font size choices
* font choices
* paragraph alignment choices
* bullet symbol choices
* emphasis for certain words
* font color and/or theme color choices
* picture choices
* picture format and location choices
* border, spacing, and other page enhancement choices
* any revisions they made

Students also should explain the ways they would recommend distributing their flyers.