

SCORE	1	2	3	4	5
	Beginner	Fair	Competent	Strong	Expert
(A) Visual Impact	Not very eye catching. Either not enough colour, or making the brochure fussy. No clear sub-headings or title.	Not very eye catching, but the use of colour is clear and not too fussy. Neat brochure but not presented in an unusual or appealing way. Title but no clear sub-headings	Colour helps make the brochure more eye catching. Neat and well presented, though nothing unusual or original. Title and sub-headings used	Good and creative use of colour/images which helps a person to understand the brochure. Some original ideas; titles/sub-headings help to explain the point of the brochure.	Very eye catching and colour is effective, not fussy. Original ideas and some use of unusual materials. Titles/sub-headings help to understand the brochure. May be interactive.
SCORE =					
(B) Information Quality	Information is not always relevant. Not suitable for audience (too much text or too difficult to understand). Spelling/grammar is not accurate. Only 1 or 2 areas in scenario challenge have been covered.	Information is fairly relevant. Content is suitable for audience, but may be too much or too little of it. Spelling/grammar is ok. Only 3 or 4 areas in scenario challenge have been covered.	Relevant information which is suitable for audience. Text is clear though may be too much, however it helps understanding. Spelling/grammar is good. 5 or 6 areas in scenario challenge have been covered but not all of them well.	Relevant and interesting information, easy to read and understand. Spelling/grammar is very good. The purpose of the brochure is easily identified. All 7 areas in scenario challenge have been covered but not all of them well.	Relevant, interesting information presented, perhaps using unusual sources. Text is clear and helps understanding. Spelling/grammar is very good. The purpose of the brochure is very clear. All 7 areas in scenario challenge have been covered well.
SCORE =					

SCORE TOTAL =
(Out of 10 max)