**Business Information Management II – Internal and External Communication**

**Assignment #1**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATEGORY** |  | **20** | **15** | **10** | **5 or less** |
| Required Elements |  | Brochure contains | Brochure | Brochure | Brochure |
|  |  | all elements | contains all | missing a | missing more |
|  |  | including | elements with | section | than one |
|  |  | additional | no additional |  | section and |
|  |  | elements | elements |  | section labels |
|  |  |  |  |  |  |
| Appearance |  | Brochure is | Brochure is | Brochure is | Brochure is |
|  |  | exceptionally | adequately | unorganized | poorly designed |
|  |  | attractive relative | attractive | and inconsistent | and |
|  |  | to design, | regarding | in terms of | unattractive. |
|  |  | creativity, and | neatness and | layout and |  |
|  |  | layout | design. | design. |  |
|  |  |  |  |  |  |
| Mechanics |  | Brochure contains | Brochure | Brochure | Brochure |
|  |  | no grammar or | contains 1-2 | contains 3-4 | contains more |
|  |  | punctuation errors | grammar or | grammar or | than 4 grammar |
|  |  |  | punctuation | punctuation | or punctuation |
|  |  |  | errors | errors | errors |
|  |  |  |  |  |  |
| Completeness of |  | Information | Information | Little information | Very few panels |
| Information |  | thoroughly | adequately | presented on | of brochure |
|  |  | presented on five | presented on | most panels | used |
|  |  | panels plus a title | five panels with |  |  |
|  |  | panel | a title panel |  |  |
|  |  |  |  |  |  |
| Examples related |  | All examples | 1 example does | 2 examples do | Section labels |
| to project |  | match the | not | not match the | missing from |
|  |  | appropriate | appropriately | section label | brochure |
|  |  | section label | match the |  |  |
|  |  |  | section label |  |  |
|  |  | |  |  |  |
| Total Score \_\_\_\_\_\_\_\_ | | |  |  |  |
| Maximum 100 Points | |  |  |  |  |