**Setting Up Shop**

**Virtual Assistant Job Description Newsletter Assignment #2**

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

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|  | CATEGORY | **20** |  | **15** |  | **8** |  | **1** |  |  |
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|  | **Layout -****Headlines and****Captions** | All sections have headlines that capture the reader's attention and accurately describe the content. Graphics, if any, have captions. |  | All sections have headlines that accurately describe the content. Any graphics have captions. |  | Most sections have headlines that accurately describe the content. Any graphics have no captions. |  | Sections are missing bylines OR many sections do not have adequate headlines OR graphics do nothave captions. |  |  |
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|  | **Spelling and****Proofreading** | No spelling orgrammar errors. |  | No more than one spelling or grammarerrors. |  | No more than two spelling or grammarerrors. |  | Several spelling or grammar errors. |  |  |
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|  | **Requirements** | All of the required content was present. | Almost all the required content was present. |  | At least 75% of the required content was present. |  | Less than 75% of the required content was present. |  |  |
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|  | **Organization** | Newsletter is clearly organized and extremely easy to read. |  | Newsletter is adequately organized. |  | Newsletter sections appear choppy with somewhat incomplete information. |  | Newsletter is unorganized with unclear and incomplete sections. |  |  |
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|  | **Attractiveness** | Newsletter format is attractive with effective use of design principles. |  | Newsletter format is attractive. |  | Newsletter format is average in appearance. |  | Newsletter format is not too appealing |  |  |
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**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**