**Setting Up Shop**

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

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

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CATEGORY | **20** |  | **15** |  | **8** |  | **1** |  |  |
|  |  |  |  |  |  |
|  | **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 not  have captions. |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | **Spelling and**  **Proofreading** | No spelling or  grammar errors. |  | No more than one spelling or grammar  errors. |  | No more than two spelling or grammar  errors. |  | Several spelling or grammar errors. |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | **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. |  |  |
|  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | **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. |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | **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 |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**