

Colonial America Advertising Brochure EVALUATION

Names _____

Hour _____

Cover (name, visual, slogan)

Unacceptable	Adequate	Very good	Excellent
0 1 2 3	4 5 6 7 8	9 10	

Information (7 info sections)

Unacceptable	Adequate	Very good	Excellent
1 2 3 4 5 6 7 8 9 10	11 12 13 14 15 16	17 18 19	20 21

Pictures (minimum of 1 picture for each section)

Unacceptable	Adequate	Very good	Excellent
0 1 2 3 4 5 6 7	8 9 10	11 12 13 14	

Persuasiveness

Unacceptable	Adequate	Very good	Excellent
0 1 2	3	4	5

Following Directions

Unacceptable	Adequate	Very good	Excellent
0 1 2	3	4	5

TOTAL: _____/55 possible = _____% = _____

EXTRA CREDIT

_____/5 Exceptional Artwork and Creativity (Ex: computer generated brochures)

Due Date: TBA (check the agenda)