

Use this rubric when grading:

All projects in Zone 3: Desktop Publishing

Rubric Category	Possible Points	Criteria for Maximum Points
Design	4	<ul style="list-style-type: none"> • The document is professionally designed. • The document includes appropriate graphic images. • The graphic images used in the document are professional looking. • The document contains appropriate use of font choice, size, and style. • The elements used in the document are in proportion and symmetrical.
Content and Information	4	<ul style="list-style-type: none"> • The document includes all required information and content.
Grammar, Spelling, and Language Style	4	<ul style="list-style-type: none"> • The document is well written and there are no spelling or grammatical errors. • The document includes excellent use of words and phrases that enhance the readability of the document.
Creativity	4	<ul style="list-style-type: none"> • The document is unique and catches the eye of the reader. • The student has gone beyond the "call of duty" to make the document attractive and appealing.
Professionalism	4	<ul style="list-style-type: none"> • The final outcome of the document looks "fit for the shelf." • The document produced could be used in a "real" business setting.
Desktop Publishing Software Skills	4	<ul style="list-style-type: none"> • The student has demonstrated a mastery of using desktop publishing software according to the assigned task.
Planning Form	4	<ul style="list-style-type: none"> • The student has completed the required planning form prior to beginning the project.
Total Possible Points	28	