

Grading Rubric – Word 2007

Chapter 1, Cases and Places 1 or 2

Case 1 – Grand Reopening Flyer

Description		Pts	Your Score
Headline	Headline - Craft Barn Center and format appropriately to catch attention	5	
Body text	Text typed No spelling or grammatical errors Three bullet items should be entered below photograph Bullet formatting correct, interesting and appropriate Font size appropriate for an advertisement of this sort Key words emphasized with character formatting	10	
Image	Photograph of Barn and Silo inserted and centered Style/effect added to image	5	
Signature line	Last line should include appropriate information Center and format appropriately to anchor page	4	
Document	Flyer fits on one page Appropriate line spacing above/below to separate sections and balance page	5	
	Correct save	1	
TOTAL POSSIBLE POINTS:		30	

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Chapter 1, Cases and Places 1 or 2

Case 2 – Property Advertising Flyer

Description		Pts	Your Score
Headline	Headline – Lakefront Lot Center and format appropriately to catch attention	5	
Body text	Text typed No spelling or grammatical errors Three bullet items should be entered below photograph Bullet formatting correct, interesting and appropriate Font size appropriate for an advertisement of this sort Key words emphasized with a variety of character formatting	10	
Image	Lake at Sunset photograph inserted and centered Style/effect added to image	5	
Signature line	Last line should include appropriate information Center and format appropriately to anchor page	4	
Document	Flyer fits on one page Appropriate line spacing above/below to separate sections and balance page	5	
	Correct save	1	
TOTAL POSSIBLE POINTS:		30	