



Brochure Assignment

Name _____

Date _____

Your Assignment: Create a brochure that informs the reader about your issue and your campaign and persuades them to help.

Research planning page is due:

First draft with a planning page for layout is due:

Final brochure is due:

Requirements:

1. Brochure has a clear topic and audience.
2. Issue is clearly identified and explained.
3. Campaign clearly identified and explained.
4. Persuasive techniques are used in the writing and visuals.
5. There is a call for action. This should include information on where to go, what to do, whom to contact.
6. Brochure contains both written and visual elements that show understanding of the situation, problem, or need.

Brochure Rubric



Brochure Assignment

Criteria	Points Possible	Self-Evaluation	Points Earned
Process Met deadlines; evidence of drafting and revising; completed notes	25		
Content Brochure is informative and organized; provides important, accurate and detailed information	30		
Publication Design/ layout is original and creative; effective presentation; unique arrangement, graphics, lettering, color, shape, etc.	20		
Persuasive Techniques factual support of claims and emotional appeal convince reader of the relevance of the issue and the worthiness of the organization	15		
Mechanics Spelling, grammar and punctuation	10		
Total	100		