In the Lab

**Party Flyer**

Sample Grading Rubric

Part 1:

| **Consider This: Plan Ahead Guidelines** | **Grading Notes** | **Suggested**  **Percent** | **Score** |
| --- | --- | --- | --- |
| 1. **Choose the text for the headline and description** | At a minimum, students should have the following:  Headline: Best New Year’s Eve Party Ever!  Business name: The Sage Room  Description A the new year begins and the old year ends, come be our guest at a New Year's Eve Fest! The party begins at 8:00 p.m.  Address: The Sage Room at 229 Center Street in Spring Valley, KY 40002  Motto: Open from 4:00 p.m. to 1:00 a.m.  Phone number: 364-555-2000  Facebook reference  Hyperlink to sageroom.biz | **40** |  |
| 1. **Find an eye-catching picture that conveys the overall message and meaning of the flyer.** | * The flyer should contain a digital picture appropriate for the topic | **20** |  |
| 1. **Determine whether the flyer needs enhancements such as a bold, italic, underline, page border, moving, resizing, etc.** | * If the flyer contains a background, it should be color-coordinated and nicely frame the contents of the flyer. * Spacing between elements on a flyer should be appropriate. * The flyer should fit on a single page. | **20** |  |
| 1. **Correct errors and revise the flyer as necessary.** | * The flyer, as a whole, should be visually appealing. * The flyer should not contain any spelling or grammar errors. | **20** |  |

Part 2: Critical Thinking Decisions

This assignment requires students to explain why they made these decisions in creating their flyers:

* text placement
* color schemes
* font schemes
* emphasis for certain words (i.e., bold, underline, italic)
* picture choice and enhancements
* border, spacing, and other page enhancement choices
* any revisions they made

Students should explain their process of examining the legal rights of the graphic they chose, including things such as personal photo, creative commons, or web citation.

Students should include recommendations for distribution, such as posting, mailing, social media, etc.