In the Lab

National Park Service Flyer

Sample Grading Rubric

Part 1:

| **Consider This: Plan Ahead Guidelines** | **Grading Notes** | **Suggested**  **Percent** | **Score** |
| --- | --- | --- | --- |
| 1. **Choose the text for the headline, body copy, and signature line — using as few words as possible to make a point.** | Headline: Hiking Safely  Body copy, which is two separate lists, formatted as numbered or bulleted lists (see following possibilities) in any order that is logical:  Before your hike checklist:   1. Pack plenty of food, water, and supplies. 2. Bring a fully charged cell phone with backup battery, a battery-powered GPS, and two-way radios for all members of the hiking party. 3. Bring binoculars or a telephoto camera lens to view wildlife from a safe distance. 4. Check weather conditions and dress appropriately. 5. Tell others when you plan to leave and which trail(s) at Rolling Falls National Park that you will be hiking.   During the hike tips:   * Do not litter. * Stay on official park trails and follow all park signs. * Make noise while hiking. * Do not approach, feed, or touch wildlife. * Keep a distance of 100 feet between you and larger wildlife and a distance of 50 feet from smaller wildlife. * Stay alert and watch your surroundings.   Signature line: In case of emergency, call the park ranger at 214-555-0105. | **10** |  |

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| --- | --- | --- | --- |
| 1. **Format various elements of the text.** |  | **50** |  |
| 1. **Select appropriate font sizes for text in the headline, body copy, and signature line.** | * The font size of the body copy should be large enough for passersby to read the flyer. * The font size of the headline should be larger than the body copy. * The font size of the signature line should be smaller than the headline. |  |  |
| 1. **Select appropriate fonts for text in the headline, body copy, and signature line.** | * The fonts should be easy to read. * The flyer should not use too many different fonts (two fonts are recommended). |  |  |
| 1. **Adjust paragraph alignment, as appropriate.** | * The flyer should not use too many different paragraph alignments (two different alignments are recommended). |  |  |
| 1. **Highlight key paragraphs with bullets or numbers.** | * The bulleted list can use any bullet symbol, but each bulleted item in the list should use the same symbol. * The numbered list can use any number format, but each format in the list should be consistent. |  |  |
| 1. **Emphasize important words.** | * Important text should be underlined, italicized, color, or bold, but these formats should be used sparingly. |  |  |
| 1. **Use color to convey meaning and add appeal.** | * Colors and shading should be used to convey meaning. * Multiple colors should complement each other and the existing theme colors. * Avoid using too many colors, which can detract from the flyer and make it difficult to read. |  |  |
| 1. **Find an eye-catching picture that conveys the overall message and meaning of the flyer.** | * The flyer should contain a digital picture, either the park hikers picture from the Data Files or an image the students took with their own camera or scanned from old photos. * If students use their own image, the picture should convey the overall message and meaning of the flyer. | **5**  **(10% extra credit if students find/use their own images)** |  |
| 1. **Establish where to position and how to format the picture so that it grabs the attention of passersby and draws them into reading the flyer.** | * The position and format of the picture should grab the attention of passersby and draw them into reading the flyer. * If the picture uses colors, it should be part of the document’s color scheme. | **10** |  |
| 1. **Determine whether the flyer needs enhancements such as a graphical, color-coordinated border or spacing adjustments between elements to improve readability or overall appearance.** | * If the flyer contains a border, 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. | **15** |  |
| 1. **Correct errors and revise the document as necessary.** | * The flyer as a whole should be visually appealing. * The flyer should not contain any spelling or grammar errors. | **10** |  |
| 1. **Determine the best method for distributing the document, such as printing, sending via email, or posting it.** | N/A |  |  |

Part 2: Critical Thinking Decisions

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

* text placement
* margin settings
* document themes
* font choices
* font size choices
* paragraph alignment choices
* bullet symbol choices for bulleted lists
* paragraph numbering format choices
* emphasis for certain words (i.e., bold, underline, italic)
* picture choice and enhancements
* font color and/or theme color choices
* border, spacing, and other page enhancement choices
* any revisions they made