

CATEGORY	A	B	C	D	F
Purpose 30 pts.	Establishes a purpose early on and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus.	There are a few lapses in focus, but the purpose is fairly clear.	It is difficult to figure out the purpose of the project.	Project has no evident purpose and/or focus.
Design: 25 pts.	Design is professional and well executed. Text wrap and graphics are used as needed.	Design is mostly professional and well executed. Text wrap and graphics are used as needed.	Design somewhat professional and somewhat well executed. Text wrap and graphics could have been better implemented.	Design is not visually appealing and/or is minimally well-executed.	There is no design and poorly executed.
Ethos: Is the project credible? 15 pts.	Project uses strong arguments and evidence to display credibility.	Most of the project's arguments and evidence is strong.	Project's arguments and evidence are uneven in quality, though overall they are adequate.	One or more of the project's arguments and evidence is significantly weak.	Project does not use any effective arguments or evidence.
Pathos: Project appeals to the reader's values and beliefs. 15 pts.	Project uses effective strategies to appeal to the reader's values and beliefs.	Most of the project's appeals to the readers' values and beliefs are effective.	Project's appeals to the readers' values and beliefs are uneven, though overall they are adequate.	One or more of the project's appeals to the readers' values and beliefs are significantly inadequate.	Project did not use any effective appeals to the readers' values and beliefs.
Logos: Is the piece well organized? Logical? 15 pts.	Project's organization and logic are excellent.	Most of the project's organization and logic are excellent.	Project's organization and logic are uneven, though overall they are adequate.	Project has at least one major problem with organization and/or logic.	Project does not use effective organization and/or logic.

Grade: B / 83 points

[REDACTED]

The design of your brochure is very appealing due to colors and graphics. However, the credibility and the organization of your information are quite weak. For credibility, you do not mention where you found all this information (except for citing one webpage in the "Phone Apps" section); another way to build credibility is to tell us who you are as authors (for example, by adding "The University of Texas at El Paso" instead of just listing your names). The organization of your information suffers mainly because your panels are quite confusing. For example, once I opened the brochure, I was not sure how to properly close it because your names are on one panel, but the topic title is on a different panel. Then, you have



the solution on the central inner panel, followed by a list of apps, while the signs to spot an addict are on the back outer panel. Furthermore, in the “Phone Apps” section, you include quotes on addiction, so there seems to be a lot of jumping back and forth.

While the visual appeal is important, you also need to make sure that your content is strong and clear.

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