

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: A+ / 100 points

[REDACTED],

Your brochure is exemplary. Your design has a very good balance of text and images, and your information is organized clearly and logically. You also provide the sources of your information, which builds your credibility. The FAQ panel and the "Speak Out" panel are an excellent addition. Great job, guys!

Dali