

Desktop Publishing

Kenya Travel Brochure Rubric

Item	0	1	2	3	4	Points Earned
Travel Tips	Travel Tips not observed	Travel Tips for 1 or 2 of the 5 sites	Travel Tips for 3 of the 5 sites	Travel Tips for 4 of the 5 sites	Travel Tips for 5 of the 5 sites	
Topography	No evidence that topography was considered	Topography discussed and illustrated on 1 or 2 of 5 sites	Topography discussed and illustrated on 3 of 5 sites	Topography discussed and illustrated on 4 of 5 sites	Topography discussed and illustrated on 5 of 5 sites	
Graphics	No graphical elements	1 or 2 relevant graphical elements included, <i>OR graphical elements distracted from message</i>	3 or 4 relevant graphical elements included	5 or 6 relevant graphical elements included	7-10 relevant graphical elements included	
Attractions	No Attractions listed	Attractions presented and illustrated on 1 or 2 of 5 sites	Attractions presented and illustrated on 3 of 5 sites	Attractions presented and illustrated on 4 of 5 sites	Attractions presented and illustrated on 5 of 5 sites	
Total Points						