

Writing Clearly and to the Point Brochure

Design a brochure which describes and promotes writing clearly and to the point.

Description

As part of your company's effort to improve, it has decided to set up an "employee skill of the month." Each month a skill will be selected. During the month, activities and discussions relative to the skill will be conducted. Also, posters and brochures will be posted and distributed to make employees more aware of and develop the skill of the month.

The skill for this month is "writing clearly and to the point." You are in charge of designing the brochure to help employees become more aware of and develop their skills in writing clearly and to the point.

1. The brochure should include:
 - a. A clever cover.
 - b. A description of writing clearly and to the point (skills or steps).
 - c. Examples of writing clearly and to the point (good and bad examples).
 - d. A short story related to writing clearly and to the point.
 - could be a piece from the paper or a magazine
 - could be a real-life story
 - could be a fictitious story
 - could be a poem, rap, jingle, etc.
 - e. Recommendations for how to write more clearly and to the point.
 - f. Pictures, graphics, and/or drawings.

Submit: Brochure. **Estimated Hours:** 3.0

Specific Grading Criteria

- Brochure cover promotes writing clearly and to the point in a clever way.
- Brochure includes a description of writing clearly and to the point.
- Brochure includes good and bad examples of writing clearly and to the point.
- Brochure includes a story related to writing clearly and to the point.
- Brochure includes recommendations for how to write more clearly and to the point.
- Brochure includes pictures, graphics, and/or drawings.

Productivity Skills

- Brochure is prepared using technology.
- There is clear evidence of workmanship in preparing the brochure.

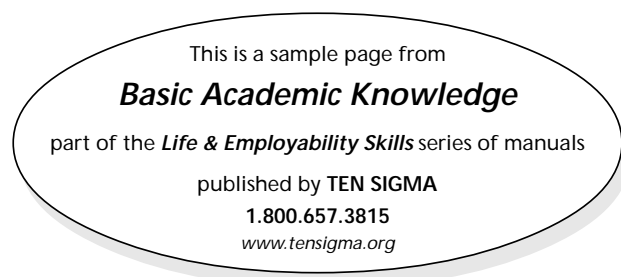
Main Standard Assessed

Workplace Skills, Standard 4: Possess basic academic knowledge.

E. Write clearly and to the point.

General Grading Criteria

- Assignment is completed on time and as assigned.
- Directions are followed as they were given and intended.
- Mechanics are correct (spelling, punctuation, grammar, capitalization).



Other Standard Assessed

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Student Name: _____ Date: _____

Specific Grading Criteria	12	9	6	3	0
Brochure cover promotes writing clearly and to the point in a clever way.					
Brochure includes a description of writing clearly and to the point.					
Brochure includes good and bad examples of writing clearly and to the point.					
Brochure includes a story related to writing clearly and to the point.					
Brochure includes recommendations for how to write more clearly and to the point.					
Brochure includes pictures, graphics, and/or drawings.					

General Grading Criteria	4	3	2	1	0
Assignment is completed on time and as assigned.					
Directions are followed as they were given and intended.					
Mechanics are correct (spelling, punctuation, grammar, capitalization).					

Productivity Skills	Yes	No
Brochure is prepared using technology.		
There is clear evidence of workmanship in preparing the brochure.		

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"Goes Beyond" Criteria	12	9	6	3	0
Creativity, extra effort, depth, higher thinking, understanding (specify)					
	Total Points				