**College Brochure Assignment**

You will be assigned a college, university, or trade school to research and you will report your findings to the class. You will research your school on the Internet to find detailed relevant information about the school. Once you have researched the school, you will create a brochure with which to advertise your college.

In your brochure, you want to cover the following subjects:

1. **The type of school (i.e., is it a community college, trade school, public university, private university, etc?)**

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1. **The location of the school (rural, city, suburb, as well as the specific place)**

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1. **The requirements to get into the school**

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1. **The school’s specialty**

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1. **The size of the school (physical and population)**

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1. **Tuition**

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1. **Average GPA of incoming freshmen**

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1. **Number of applicants**

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1. **On and off-campus housing**

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1. **Number of faculty members (ratio of teachers to students)**

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1. **Three majors that you might be interested in**

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1. **Mascot**

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1. **Places of interest located near the school**

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First, go to your school’s web page and try to find this information. Then, if you still need other information, try using Internet sites such as Princeton Review, U.S. News and World Reports, and Newsweek for information. You might also look at the school’s own website for information.

**REMEMBER TO CITE YOUR SOURCES!!!**

# Brochure Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **9-10 points** | **7-8 points** | **5-6 points** | **0-4 points** |
| **Writing/ Grammar/ Mechanics** | Information is summarized succinctly and no grammatical or mechanical errors are made. | Information is mostly summarized and few, minor grammatical or mechanical errors are made. | Information is not summarized sufficiently. Several large errors made. | Information is simply copied from sources. Excessive errors. |
| **Organization** | All information is included and the brochure is exceptionally well organized with clear headings and sections. | All information is included and the brochure is well organized with clear headings and sections. | Most information is included and the brochure is missing headings or sections. | Many important pieces of information are missing. Difficult to understand because lacks organization. |
| **Attractiveness/ Graphics/ Pictures** | The brochure has exceptionally attractive formatting. Many graphics and pictures complement the text. Information is bulleted. | The brochure has attractive formatting. A few graphics and pictures are used. Information is bulleted. | The brochure is somewhat attractive. The brochure has graphics but may be “text heavy” or have too many graphics. Information has been bulleted in some places but not all. | The brochure may appear unfinished. Information is not bulleted. Too many graphics or too much text makes the brochure unattractive. |
| **Sources** | All information (for text and graphics) is cited properly. | All information (for text and graphics) is cited. Few, minor errors exist. | All information (for text and graphics) is cited. Major or plentiful errors. | Citations may be missing. Excessive errors. |

**Total \_\_\_\_\_\_\_\_\_\_\_\_\_\_/ 40 points**