

Letterhead

Excellent Submissions Meet All of the Following Criteria

	Criteria	Comments
Deadline	<input type="checkbox"/> Deadline Met	
Size and Style of Text	<input type="checkbox"/> Text is ideal size for the space <input type="checkbox"/> Font style captures an ideal persona <input type="checkbox"/> Consistent/Appropriate font changes	
Print and Graphic Element Quality	<input type="checkbox"/> Quality of print elements is crystal clear. <input type="checkbox"/> Quality of graphic elements is crystal clear.	
Layout	<input type="checkbox"/> Layout is exceptional in every way. <input type="checkbox"/> Layout is balanced <input type="checkbox"/> Layout leads the eye to the important information. <input type="checkbox"/> Spacing and margins are appropriate.	
Color	<input type="checkbox"/> Color is appropriately and effectually incorporated <input type="checkbox"/> Color choice enhances appearance.	
Spelling, Grammar, and Punctuation	<input type="checkbox"/> There are no spelling, punctuation, or grammar errors.	
Content	Includes complete required information <input type="checkbox"/> Name <input type="checkbox"/> Title <input type="checkbox"/> City <input type="checkbox"/> Phone <input type="checkbox"/> Email <input type="checkbox"/> Website URL	
Communication	<input type="checkbox"/> Letterhead communicates an appropriate professional persona	
Design	<input type="checkbox"/> Original design <input type="checkbox"/> Clearly aesthetically connected to personal marketing plan <input type="checkbox"/> Specific Aesthetic--font and/or logo	
Drafts Included	<input type="checkbox"/> All previously graded drafts and rubrics included <input type="checkbox"/> All previous notes addressed	

Grade: _____