**BROCHURE**  Phase III-B (Production)  
(new)  

*Staple, turn in this crit sheet with Overall Project Planning Document crit sheet.*

**NAMES:**  

**TOPIC:**  

**AUDIENCE:**  

**CATEGORY** | **Points** | **Points** | **COMMENTS**  
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**TEXT**  
Accuracy, completeness, organization & flow  
Grabber headings, consistent imagery  
Personalization, writing style  
Grammar, spelling, punctuation  

**LAYOUT DESIGN**  
Colors: attractive, support topic, justified  
Format, layout design: adequate white space, none trapped, visually pleasing effective layout, balanced  
Graphics: appropriate, quality, approp. size, ratios, consistent or complementary style  
Letter sizes (headings/sub-headings, copy) approp. & indicate hierarchy  
Eye-catching cover  

**WORKMANSHIP QUALITY**  
Lines & folds straight (use graph paper if traditional "cut & paste")  
Clean, unsmudged mock-up  
Complete, detailed instructions  
Clean, clear graphics  

**Self / Peer Critiques**  

**INSTRUCTOR CRITIQUE**  

**SCORE:**