

TO EARN AN A



Your brochure includes at least four images that meaningfully reflect ATTC.

Each image is clearly analyzed in all of its complexity.

The characteristics of an A product are:

The connections to the text are clear, relevant and sophisticated.

Connections are made between the complexities of the image and the subtleties of ATTC.

The organization of the brochure reflects a thoughtful consideration of the “story” that the images tell.

The brochure is created with proportion and scale. Text and images are meaningfully integrated.

The brochure is created with a sense of purpose and meaning, ideas are thoughtfully articulated, and the preparation is thoughtful and appealing.

The creator took time with the details, and grammar, usage, and conventions are correct.

TO EARN A B



Your brochure includes at least four images.

Each image is clearly analyzed with a recognition of complexity and purpose.

The characteristics of a B product are:

The connections to the text are clear and relevant. Connections are made between the com-

plexities of the image and the meaning of ATTC.

The organization of the brochure reflects consideration of the “story” that the images tell.

The brochure is created with proportion and scale. Text and images are purposefully integrated.

The brochure is created with a sense of purpose, ideas are clearly articulated, and the preparation is appealing.

The creator took time with the details, and grammar, usage, and conventions are correct.

TO EARN A C



Your brochure includes at least four images.

Each image is clearly analyzed with a recognition of purpose.

The characteristics of a C product are:

The connections to the text are clear

and relevant. Connections are made between the image and ATTC.

The brochure has a clear organization evident to the reader.

The brochure is created with some sense of proportion and scale. Text and images are arranged appropriately.

The brochure has some elements of style and is neat.

The creator took some time with the details, and grammar, usage, and conventions are mostly correct.

RUBRIC: A TALE OF TWO CITIES