

# Brochure Assessment

Element/ Criteria	Exemplary	Quality	Acceptable
<b>Scientific information</b>	The brochure includes scientifically accurate, relevant and succinct information.	The brochure includes scientifically accurate and relevant pieces of information.	The brochure generally includes accurate and relevant information.
<b>Effective communication</b>	The brochure includes all important aspects of the World Heritage Area. The design, layout and neatness are exceptionally visually appealing.	The brochure includes all important aspects of the World Heritage Area. The design, layout and neatness are visually appealing.	The brochure includes most important aspects of the World Heritage Area. The design, layout and neatness are acceptable in appeal.
<b>Textual and visual literacies</b>	The text is written with no errors in spelling, punctuation or grammar. A range of graphics supports and enhances information presented.	The text is written with minor errors in spelling, punctuation or grammar. A range of graphics supports and enhances the information presented.	The text is written with few errors in spelling, punctuation or grammar. All graphics support the information presented.