

## Catalog Competition Rubric

**School:** \_\_\_\_\_

**Firm:** \_\_\_\_\_

	Score
<b>Organization</b> <ul style="list-style-type: none"> <li>Contains a Title Page (complete with company logo and company contact information)</li> <li>Greeting Letter</li> <li>Table of Contents with page numbers.</li> <li>Overall well-organized.</li> </ul>	1 2 3 4 5
<b>Design</b> <ul style="list-style-type: none"> <li>Design reflects creativity as well as professionalism.</li> <li>Variations in page layout designs keep customer engaged in the products.</li> <li>Catalog is free of spelling and grammar errors.</li> <li>Font is easy to read, legible and enhances the catalog rather than detracting from the catalog's effectiveness.</li> </ul>	1 2 3 4 5
<b>Images</b> <ul style="list-style-type: none"> <li>Images are clearly presented and obviously associated with product description.</li> </ul>	1 2 3 4 5
<b>Product Descriptions</b> <ul style="list-style-type: none"> <li>Products are presented in a logical and rational manner.</li> <li>Product descriptions and pricing are informative and detailed.</li> <li>All products have product codes or numbers.</li> </ul>	1 2 3 4 5
<b>Ordering</b> <ul style="list-style-type: none"> <li>Offers one or more ways for customers to purchase products/services (order form, website, phone number)</li> </ul>	1 2 3 4 5
<b>TOTAL</b>	

### Comments (Optional)