

CAREER BROCHURE / FLYER



Your brochure/flyer should be done on an 8.5"x11" piece of paper. It can be two-sided and/or folded into any format. Use your imagination to design a brochure/flyer that is creative and informative.

Requirements:

The following information must be included in your brochure/flyer:

- 1. Career Description** – Research your chosen career and provide the following information: Core tasks: What are the jobs that are expected of people in that career? Point form is okay, but please make sure your points are clear and concise.
- 2. Workplace**- What are the working conditions in this career? What are the hours? What are some of the perks and drawbacks?
- 3. Expected Salary Range** – provide an expected salary range and benefits for those in this career. **Please provide responses based on your research.**
- 4. A) Attributes and Abilities** – What are some of the qualifications needed for this position?
B) Suggested Course Selections – recommend a minimum of 3 courses that a high school student should take to help prepare themselves for this career choice.
- 5. Related Careers** – What are other careers related to this field?
- 6. Educational Qualifications** – state the type of educational background required.
- 7. Reflection**– Why did you choose this career? Did researching it make you more, or less interested in it? What have you learned about your career goals? How did you gather your information? Was it easy or hard to find your information? Please list at least 3 sites and/or books you got your information from in your reflection as well.

You will be marked using the following rubric:

PAMPHLET	Below Expectations 1	Meets Expectations 3	Above Expectations 5
Content	Three or more sections not completed. Content not researched.	All sections are adequately completed and content researched.	Effectively completed all sections and content thoroughly researched.
Organisation	Printing/handwriting/text is not legible. No headings used. Hard for reader to follow.	Printing/handwriting/text is legible. Headings are adequately defined. Easy for reader to follow.	Printing/handwriting/text is legible and easy to follow. All headings are effectively defined. Extremely easy for reader to follow.
Creativity	Pamphlet was not creatively put together.	Used pictures, headings and text to create an interesting pamphlet.	Compiled an extremely interesting and creative pamphlet with lots of pictures, interesting headings and organised research.
Grammar/Spelling	Pamphlet was not edited. Five or more spelling/grammar and punctuation errors.	Adequate Punctuation, grammar and spelling.	No punctuation, grammar and spelling mistakes.
TOTAL FOR PAMPHLET			20
REFLECTION	Below Expectations 1	Meets Expectations 2	Above Expectations 4
Content	Ineffectively reflect on your pamphlet-making process.	Adequately reflect on your pamphlet-making process.	Reflect effectively on your pamphlet-making process.
Sources	Less than three sources provided.	Three sources provided.	All sources listed in alphabetical order.
TOTAL FOR REFLECTION			8

Pamphlet Due: **Wednesday, October 10th**

Reflection Due: **Friday, October 12th**

Total for both: 28 marks

Any late submissions will receive a 1 mark deduction per day. No assignments will be received after Wednesday, October 17th.