

Psychology Clinic Brochure

Your goal over the next few days is to create an advertisement for your brand new, state of the art psychology clinic. In the advertisement, describe the services of the different types of psychologists that work in your clinic. When creating your brochure, keep in mind the types of problems that people might want to bring to your clinic. *Example: Are you having trouble with school? Do you seem to be failing all of your classes no matter how hard you try?? Visit our educational psychologist today!! Educational psychologists specialize in working with people who have trouble learning.* Remember, a brochure is usually an informative sales pitch. Be sure you **name your clinic** and **use a slogan** so possible clients remember you. You are trying to **sell** your clinic to the people who are looking through the information. Be sure that your brochure **is colorful and is eye-appealing**. You must also include a minimum of 4 pictures (6 if working with a partner) in your brochure.

You may work with a partner. If working alone, you should include **at least** 6 types of psychologists. If working with a partner, you need to include **at least** 10 types of psychologists.

Only 11-12th grade level work will be accepted. Don't bother handing in sloppy work that is not representative of your academic level. Your final product must be a printed paper document.

Due Date: _____

Psychology Clinic Brochure Grade Sheet

Name(s): _____

Total Points: _____/100

Content: (Up to 10 points each possible, maximum of 50 points)

<u>YES</u>	REQUIRED COMPONENT	<u>NO</u>
_____	Clinic contains a name	_____
_____	Clinic contains a catchy slogan	_____
_____	Contains a minimum of 4 pictures if working individually, 6 if working with a partner.	_____
_____	Describes 6 various psychologists if working individually. 10 if you are working with a partner.	_____
_____	Information included in the brochure is accurate and factual.	_____

Quality/Eye Appeal: (Up to 10 points each possible, maximum of 50 points)

Use of color throughout:

10 9 8 7 6 5 4 3 2 1 0

Information is neatly organized:

10 9 8 7 6 5 4 3 2 1 0

Is effective in trying to “sell” your clinic:

10 9 8 7 6 5 4 3 2 1 0

Demonstrates high school level quality work:

10 9 8 7 6 5 4 3 2 1 0

Effective use of in-class work time:

10 9 8 7 6 5 4 3 2 1 0