Rubric for Brochure

**Task Description:** *(Teacher may explain specific assignment in this space.)*

*Write text here.*

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| --- | --- | --- | --- | --- | --- |
| Criteria | Exemplary  4 | Effective  3 | Minimal  2 | Unsatisfactory  1 | Score |
| **Content of Review** | * Demonstrates in-depth understanding of the topic * Accurately utilizes researched information in the brochure | * Demonstrates understanding of the topic * Employs research information with an adequate degree of accuracy | * Demonstrates little understanding of the topic * Employs research information with a fair degree of accuracy | * Lacks understanding of the topic * Reports only the most basic parts of the information |  |
| **Written Presentation** | * Well-organized content * Attractive and well-designed format * Clear and easily understood message * Computer generated with strong visual appeal | * Content is organized * Format is adequate * The message is sufficiently understood * Computer generated with acceptable eye appeal | * Content lacks organization * The format is difficult to follow and poorly organized * The message is not clearly understood * Computer-generated but poorly designed | * Unorganized content * Hard to follow * Message difficult to understand; tendency to wander or ramble * Handwritten or computer generated with little organization or skill |  |
| **Research Quality** | * Five sources used * Use of reliable sources * Accurate analysis of research | * Three sources used * Sources have some reliability * Adequate analysis of research | * Two sources used * Questionable reliability of sources * Basic information with questionable accuracy | * Less than two sources used * Little reliability of sources * Inaccurate information |  |
| **Visual Appeal** | * Imaginative; original * The use of graphics makes the message “come alive” | * Creativity is acceptable * Use of graphics adequate to present the message | * Little creativity used * Poor selection of graphics | * No originality * Graphics do not tie in with the message |  |

**Notes:** *Write text here*

**SCORE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_/16**

**Grading Legend**

*(A guide for teachers to breakdown grade distribution based on score)*

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| --- | --- |
| Points Earned | Grade Breakdown |
| 12-16 | **A** |
| 8-11 | **B** |
| 6-10 | **C** |
| 1-5 | **D** |