Rubric for Brochure

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

*Write text here.*

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| --- | --- | --- | --- | --- | --- |
| Criteria | Exemplary4 | Effective3 | Minimal2 | Unsatisfactory1 | 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)*

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