**Brochure Rubric**

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| **CATEGORY**  | **(4) Excellent**  | **(3) Good**  | **(2) Almost**  | **(1) Not Yet**  |
| **Attractiveness & Organization** **(Organization)**  | The brochure has exceptionally attractive formatting and well-organized information.  | The brochure has attractive formatting and well-organized information.  | The brochure has well-organized information.  | The brochure's formatting and organization of material are confusing to the reader.  |
| **Content - Accuracy** **(Ideas)**  | The brochure has all of the required information (see checklist) and some additional information  | The brochure has all of the required information (see checklist).  | The brochure has most of the required information (see checklist).  | The brochure has little of the required information (see checklist).  |
| **Writing - Mechanics** **(Conventions)**  | All of the writing is done in complete sentences. Capitalization and punctuation are correct throughout the brochure.  | Most of the writing is done in complete sentences. Most of the capitalization and punctuation are correct throughout the brochure.  | Some of the writing is done in complete sentences. Some of the capitalization and punctuation are correct throughout the brochure.  | Most of the writing is not done in complete sentences. Most of the capitalization and punctuation are not correct throughout the brochure.  |
| **Graphics/Pictures**  | The graphics go well with the text and there is a good mix of text and graphics.  | The graphics go well with the text, but there are so many that they distract from the text.  | The graphics go well with the text, but there are too few.  | The graphics do not go with the accompanying text or appear to be randomly chosen.  |
| **Sources**  | There are many citations from a variety of sources accurately listed on the brochure.  | There are some citations from a variety of sources accurately listed on the brochure.  | There are a few citations accurately listed on the brochure.  | Incomplete citations are listed on the brochure.  |