

Brochure Grading Rubric

Student Name: _____ Date: _____ Period: _____

CATEGORY	5	4	3	2	1
Attractiveness & Organization	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has some formatting and organized of information.	The brochure's has limited formatting and organization of information.	The brochure has no formatting and organization of material.
Content - Accuracy/ Quantity	Use of facts and the quantity of information is exceptional.	Use of facts and quantity of information is very good.	Use of facts and quantity of information is good but not consistent.	Use of facts and quantity of information is present but limited.	Use of facts and quantity of information is limited.
Writing - Organization	Brochure has exceptional organization	Brochure has very good organization.	Brochure has good organization.	Brochure has limited organization	Brochure has no organization
Writing - Grammar	There are no grammatical mistakes in the brochure.	There very few grammatical mistakes in the brochure.	There are some grammatical mistakes in the brochure.	There are several grammatical mistakes in the brochure.	Grammatical mistakes are so numerous that the readability of the brochure is impaired.
Graphics/ Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.	Graphics not present in the brochure.
Sources	Careful and accurate records are kept to document the source of all of the facts and graphics in the brochure.	Careful and accurate records are kept to document the source of most of the facts and graphics in the brochure.	Careful and accurate records are kept to document the source of some of the facts and graphics in the brochure.	Sources are not documented accurately or are not kept on many facts and graphics.	Sources are not documented accurately or are not kept on any facts and graphics.