**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 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. |