MAKING A BROCHURE RUBRIC

Teacher Name: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Category | 5 | 4 | 3 | 2 |
| **WRITING/ ORGANIZATION** | Each section in the brochure has a clear beginning, middle, and end. | Almost all sections of the brochure have a clear beginning, middle and end. | Most sections of the brochure have a clear beginning, middle and end. | Less than half of the sections of the brochure have a clear beginning, middle and end. |
| **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. |
| **CONTENT/ACCURACY** | All facts about the political and economic information of this city in the brochure are accurate. | 99-90% of the political and economic information of this city in the brochure are accurate. | 89-80% of the political and economic information of this city in the brochure are accurate. | Fewer than 80% of the political and economic information of this city in the brochure are accurate. |

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