

Making A Brochure : Endangered Animal Research/Brochure

Teacher Name: **Ms. Castiglione**

Student Name: _____

CATEGORY	4 - Beyond	3- Proficient	2-Progressing	1- Not Yet
Writing-Content & Accuracy	Facts are all accurate. Information goes above and beyond.	Facts are all accurate. Information in all four areas.	89-80% of the facts are accurate.	fewer than 80% of the facts are accurate
Writing - Organization	Each section in the brochure has a clear beginning, middle, and end. Correct titles, headings are used.	Almost all sections of the brochure have a clear beginning, middle and end. Most titles, headings are used.	Most sections of the brochure have a clear beginning, middle and end. Correct titles, headings are used. Most titles, headings are used.	Less than half of the sections of the brochure have a clear beginning, middle and end. Few titles, headings are used.
Writing-Conventions	Looks edited and polished. Capitalization, punctuation, grammar and spelling are correct throughout the final product.	Looks edited. Capitalization, punctuation, grammar and spelling are correct throughout the final product.	89-80% edited Most capitalization, punctuation, grammar and spelling are correct throughout the final product.	Lacks editing. contains many capitalization, punctuation, grammar and spelling errors throughout the final product.
Graphics/Pictures	Graphics go well with the text and there is a good mix of text and graphics. Three-five graphics present.	Graphics go well with the text, but there are so many that they distract from the text. more than five.	Graphics go well with the text, but there are too few and the brochure seems \"text-heavy\". Less than three.	Graphics do not go with the accompanying text or appear to be randomly chosen. No graphics.
Sources	Careful and accurate records are kept to document the source of 95-100% of the facts and graphics in the brochure.	Careful and accurate records are kept to document the source of 94-85% of the facts and graphics in the brochure.	Careful and accurate records are kept to document the source of 84-75% of the facts and graphics in the brochure.	Sources are not documented accurately or are not kept on many facts and graphics.
Attractiveness & 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.

Date Created: Oct 06, 2011 10:51 pm (UTC)