

Making A Brochure : Cassville

Teacher Name: **Mrs. Parnell**

Student Name: _____

CATEGORY	4	3
Attractiveness & Organization (Organization)	The brochure has exceptionally attractive formatting and well-organized information	The brochure has attractive formatting and well-organized information.
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.
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).
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.
Content - Accuracy	All facts in the brochure are accurate.	99-90% of the facts in the brochure are accurate.

For Kids

2	1
The brochure has well-organized information.	The brochure's formatting and organization of material are confusing to the reader.
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.
The brochure has most of the required information (see checklist).	The brochure has little of the required information (see checklist).
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.
89-80% of the facts in the brochure are accurate.	Fewer than 80% of the facts in the brochure are accurate.