

Making A Brochure : Government Final Project

Student Name: _____

CATEGORY	20	10	6	0
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.
Writing - Grammar	There are no grammatical mistakes in the brochure.	There are 1-2 grammatical mistakes in the brochure.		There are several grammatical mistakes.
Spelling & Proofreading	There are no spelling mistakes in the brochure.	There are 1-2 spelling mistakes in the brochure.		Several spelling errors in the brochure.
Writing - Vocabulary	Students can clearly explain why they felt the vocabulary they chose fit their intended audience.			Limited attention to audience in designing brochure AND/OR unable to explain how the elements relate to the audience.
Content - Accuracy	All facts in the brochure are accurate.			None of the facts in the brochure are accurate.
Attractiveness & Organization	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has well-organized information.		The brochures formatting and organization of material are confusing to the reader.
Sources	Careful and accurate records are kept to document the source of the facts and graphics in the brochure.			Sources are not documented accurately or are not kept on many facts and graphics.
Graphics/Pictures	Students can clearly explain why they felt the graphics they chose fit their intended audience.			Limited attention to audience in designing brochure AND/OR unable to explain how the elements relate to the audience.
Writing - Mechanics	Capitalization and punctuation are correct throughout the brochure.	There are 1-2 capitalization and/or punctuation errors in the brochure.		There are several capitalization or punctuation errors in the brochure.
Knowledge Gained	Student can accurately answer all questions related to facts in the brochure and to technical processes used to create the brochure.	Student can accurately answer most questions related to facts in the brochure and to technical processes used to create the brochure.		Student appears to have little knowledge about the facts or technical processes used in the brochure.