

RubiStar Rubric Made Using:  
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## Making A Brochure : Famous Structure

Teacher Name: **Ms. Beyea**

Student Name: \_\_\_\_\_

| CATEGORY                      | 4  | 3   | 2  | 1  |
|-------------------------------|--|---|--|--|
| 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. |
| Content - Accuracy            | All facts in the brochure are accurate.  | 99-90% of the facts in the brochure are accurate.                                       | 89-80% of the facts in the brochure are accurate.  | Fewer than 80% of the facts in the brochure are accurate.                              |
| Writing - Vocabulary          | The authors correctly use several new words and define words unfamiliar to the reader. | The authors correctly use a few new words and define words unfamiliar to the reader.    | The authors try to use some new vocabulary, but may use 1-2 words incorrectly.             | The authors do not incorporate new vocabulary.   |
| 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.         |
| 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.    |

|         |  |   |   |   |
|---------|--|---|---|---|
| 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. |
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