**Rubric**

**Brochure**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CRITERIA** | **4 points** | **3 points** | **2 points** | **1 point** |
| **Elements** | The brochure includes all the required elements as well as additional information. | The brochure includes all the required elements. | All but one of the required elements are included in the brochure. | Several required elements are missing from the brochure. |
| **Attractiveness** | The brochure is attractive and creative in terms of design, layout and neatness. | The brochure is attractive in terms of design, layout, and neatness. | The brochure is somewhat attractive in terms of design, layout, and neatness. It is also somewhat messy. | The brouchure is distractingly messy or very poorly designed. It is not attractive. |
| **Title** | The title describes the content of the brochure and is very creative. | The title describes the content of the brochure, but it lacks creativity. | The title somewhat describes the content of the brochure. | The title does not describe the content of the brochure. |
| **Graphics** | All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation. | All graphics are related to the topic and some make it easier to understand. Most borrowed graphics have a source citation. | Few graphics are related to the topic. A few make it easier to understand. Several borrowed graphics do not have a source citation. | There are no graphics or several of the included graphics do not relate to the topic.  Most borrowed graphics do not have a source citation. |
| **Presentation**  **Use of Technology**  **(If Required)** | Fonts, formats (e.g., color, bold, italic) have been carefully planned to enhance readability and content. | Font formats have been carefully planned to enhance readability. | Font formatting has been carefully planned to complement the content, but it may be a little hard to read. | Font formatting makes it very difficult to read the content. |