**Focus Area Brochure** \_\_/16

**Grading Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **(4) Excellent** | **(3) Good** | **(1) Almost** | **(0) Not yet** |
| **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. |
| **Content Accuracy** | The brochure has all of the required information (see checklist) and some additional information. | The brochure has most of the required information (see checklist). | The brochure does not have all of the required information (see checklist). | The brochure has little of the required information (see checklist). |
| **Writing-Mechanics** | 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. | 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. |
| **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. | The graphics go well with the text, but there are too few. | No graphics or pictures. |

**Maximum Score = 16** **points**