

BROCHURE RUBRIC

Name: _____

Date: _____

Grade: _____

Teacher: _____

	Criteria				Value
	1	2	3	4	
Display	All parts are not clearly labeled.	Some parts are clearly labeled.	Many parts are clearly labeled.	All parts are clearly labeled.	—
Mechanics and Spelling	There are many mistakes in mechanics and/or spelling.	There are several mistakes in mechanics and/or spelling.	There are minor mistakes in mechanics and/or spelling that do not detract from the presentation.	There are no mistakes in mechanics and/or spelling.	—
Presentation	The brochure is presented as difficult for the audience to hear, and little or no eye contact is made.	The brochure is presented with a choppy voice, and an attempt is made to make eye contact.	The brochure is presented with a fluent voice, and occasional eye contact.	The brochure is presented with an expressive and fluent voice, and good eye contact.	—
Layout	Layout is confusing. Components are inconsistent and information is missing.	Layout is somewhat organized. Most of the components are not consistent. Partial information can be located.	Layout is organized. Most components are consistent within the publication. Information can be located.	Layout is well organized. There is consistency in its components that allows the reader to easily locate information.	—
				Total:-----	—

TEACHER COMMENTS