

## BROCHURE GRADING RUBRIC

Pick an early childhood disease, illness, or epidemic and create a Brochure that informs adults about the illness, how to prevent children from exposure, treatment of the disease/illness, and how to detect early signs and symptoms. Must be typed and in Brochure form. This can be done on the computers in the library. Topic must be approved by the instructor. If researching on line, information should be gathered from more than one source for your brochure. Do not go to one website and directly copy all information for your brochure.

| Item                                     | 0                                                                                                 | ½ Credit                                                                          | Full Credit                                                                                                  | Score |
|------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------|
| Organization<br>(1 point)                | Layout is confusing.<br>Written communication is unclear/vague                                    | Haphazard layout.<br>Written communication is functional but not fully developed. | Layout is logical and organized.<br>Written communication is clear and interesting.                          |       |
| Attractiveness and Graphics<br>(1 point) | Text fonts/sizes make brochure difficult to read.<br>Graphics do not go with text or are missing. | Text/font sizes are distracting. Too many or too few graphics.                    | Text/font sizes are readable.<br>Graphics are balanced and go well with the text.                            |       |
| Content<br>(2 points)                    | Few details from required areas.<br>Incorrect information.<br>Uninteresting reading.              | Most required areas are addressed.<br>Mildly interesting reading.                 | Good details from <u>all</u> required areas. Information is correct and not misleading. Interesting reading. |       |
| Spelling<br>(1 point)                    | More than 2 errors.                                                                               | 2 errors or less.                                                                 | No spelling errors.                                                                                          |       |

**SCORE**

**/5**