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| |  | | --- | | **Making A Brochure : Advice for Middle School Students**  Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | |
| CATEGORY | | **Excellent** | **Good** | **Fair** | **Poor** |
| **Spelling & Proofreading** | | No spelling errors (5) | No more than 1 spelling error (4) | No more than 3 spelling errors (2) | Several spelling errors in the brochure. (0) |
| **Attractiveness & Organization** | | The brochure has exceptionally attractive formatting and well-organized information. (8) | The brochure has attractive formatting and well-organized information. (6) | The brochure has well-organized information. (4) | Formatting and organization of material are confusing to the reader. (2) |
| **One page story** | | Story was relative complete, advice was given. (10) | Story was relative advice was given (8) | Story was not very complete no advice was given (6) | Included a story, was not very strong (4) |
| **Motivational Quotes** | | Included all 5 quotes that were relative to brochure. Cited the sources(5) | included 4 quotes (4) | Included 3 quotes (3) | Included 2 quotes (2) |
| **Tips** | | Included at least 5 tips for students. (5) | Included 4 quotes (4) | Included 3 quotes (3) | Included 2 quotes (2) |
| **Parental Advice** | | Parental advice accurate and relevant at least 5(5) | Included some advice to parents (4) | Included a few relevant tips (3) | Included a couple tips (2) |
| **Graphics/Picture** | | Graphics go well with the text and there is a good mix (5) | Graphics go well with the text, but there are so many that they distract from text (4) | Too few and the brochure seems "text-heavy" (3) | Do not go with the text or appear to be randomly chosen (2) |