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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)  |