

BROCHURE GRADING RUBRIC

Names: _____

Category	Points Possible & Explanations			
Design; Color Scheme; Front cover 20 points	20 – 17 Good Design; Catches the eye; Want to pick up and read	16 – 13 Everything is there but hard to understand or unclear	12 – 10 Could have tried harder; Missing several parts	Below 10 Very little effort; Many parts missing or simply not finished
Content 30 points	30 – 25 Everything there from directions (summary, price; details, etc.); Organized & easy to understand	24 – 20 Several Grammar errors; Not put together quite right; too many pictures & not enough text	19 – 15 Very unorganized; Many mistakes; Not nearly enough text	Below 15 Very little or no effort; Incomplete
Pictures 10 Points	10 – 9 Good pictures and all are relevant	8 – 7 Some pictures unclear or not relevant	6 – 5 Not enough pictures or many poor choices	Below 5 Few pictures and little effort
Organization; Spacing 20 Points	20 – 17 Everything is in the right spot & easy to read; little empty space	16 – 13 Some things could have been placed in better spots	12 – 10 Not much thought into what goes where	Below 10 Little or no effort; Nothing really seems to matchup
Overall/Individual Rating 20 points	20 – 17 Good overall effort; Worked hard everyday	16 – 13 Worked hard most of the time; Let others do some of the work	12 – 10 Little effort as an individual	Below 10 No effort; Let others work the entire time; End result was a terrible story
Your Points				