

Brochure

Name: _____

	4. Distinguished	3. Proficient	2. Apprentice	1. Novice
Writing-Ideas: Interesting, informative details	All details were unique, interesting, and related to and supported the main idea. Writing included information based on personal experience.	Writing had many interesting details which supported the main idea. Writing included information based on personal experience.	Writing had three or more details that supported the main idea.	Writing had few details.
Writing-Sentence Fluency: Length, variety and flow of writing	Most sentences varied in length and structure. Writing had a natural flow that made it easy to read.	Many sentences varied in length and structure. Some sentences did not flow smoothly.	A few sentences varied in length. Most sentences did not flow smoothly.	Sentences were short and did not flow well. Sentence structure did not change.
Media-Graphics: Backgrounds, illustrations, photographs, diagrams, and/or animation	Used colorful and consistent backgrounds that enhanced the mood of the project. Graphics and animations helped to clarify, explain, and support content.	Project used consistent background throughout. Used graphics to support project ideas and content.	Project used many different conflicting backgrounds. Graphics were used, but did not always support the content.	Project did not use backgrounds. Graphics were inappropriate and detracted from project.
Design-Layout and Organization: Organized and easy to read	Content was well organized with headings and subheadings. Text and graphics were neatly organized and made the project easy to read.	Project was organized with headings and subheadings. Text and graphics were placed to make the project easy to read.	Most of the project was organized. The placement of text and graphics sometimes made the project hard to read.	Project was hard to read. There is no clear structure. Text and graphics were randomly placed.
Planning-Rough Draft: Draft of the final document	Rough draft was completed in a timely manner and included all necessary information. Rough draft was written neatly. Student used feedback from editing process to make final project better.	Rough draft was completed in a timely manner and included most of the necessary information. Rough draft was written neatly. Student worked on their own and with peers during the editing process.	Rough draft included some necessary information. Rough draft was completed on time. Rough draft was legible. Student worked with peers during the editing process.	Rough draft was incomplete and was not finished on time. Rough draft was difficult to read. Student did not participate in the editing process.