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| Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |

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| CATEGORY  | **4**  | **3**  | **2**  | **1**  |
| **Content - Accuracy**  | All facts in the brochure are accurate.  | 99-90% of the facts in the brochure are accurate.  | 89-80% of the facts in the brochure are accurate.  | Fewer than 80% of the facts in the brochure are accurate.  |
| **Writing - Organization**  | Each section in the brochure has a clear beginning, middle, and end.  | Almost all sections of the brochure have a clear beginning, middle and end.  | Most sections of the brochure have a clear beginning, middle and end.  | Less than half of the sections of the brochure have a clear beginning, middle and end.  |
| **Spelling & Proofreading**  | No spelling errors remain after one person other than the typist reads and corrects the brochure.  | No more than 1 spelling error remains after one person other than the typist reads and corrects the brochure.  | No more than 3 spelling errors remain after one person other than the typist reads and corrects the brochure.  | Several spelling errors in the brochure.  |
| **Knowledge Gained**  | All students in the group can accurately answer all questions related to facts in the brochure and to technical processes used to create the brochure.  | All students in the group can accurately answer most questions related to facts in the brochure and to technical processes used to create the brochure.  | Most students in the group can accurately answer most questions related to facts in the brochure and to technical processes used to create the brochure.  | Several students in the group appear to have little knowledge about the facts or technical processes used in the brochure.  |
| **Graphics/Pictures**  | Graphics go well with the text and there is a good mix of text and graphics.  | Graphics go well with the text, but there are so many that they distract from the text.  | Graphics go well with the text, but there are too few and the brochure seems "text-heavy".  | Graphics do not go with the accompanying text or appear to be randomly chosen.  |
| **Attractiveness & Organization**  | The brochure has exceptionally attractive formatting and well-organized information.  | The brochure has attractive formatting and well-organized information.  | The brochure has well-organized information.  | The brochure's formatting and organization of material are confusing to the reader.  |
| **Sources**  | Careful and accurate records are kept to document the source of 95-100% of the facts and graphics in the brochure.  | Careful and accurate records are kept to document the source of 94-85% of the facts and graphics in the brochure.  | Careful and accurate records are kept to document the source of 84-75% of the facts and graphics in the brochure.  | Sources are not documented accurately or are not kept on many facts and graphics.  |