

Making A Brochure : 7th grade Utah County Brochure

Teacher Name: **Ms. Farokhi**

Student Name: _____

CATEGORY	4	3	2	1
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.
Brochure Sections	There are 6 sections in the brochure: location of the county the county seat county population county vs city duties recreation/economy local issues	There are 4-5 sections in the brochure.	There are 3-2 sections of the brochure.	There is 1 section of the brochure.
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.
Grammar and mechanics	There are no grammatical or mechanical mistakes in the brochure.	There are no grammatical or mechanical mistakes in the brochure after feedback from an adult.	There are 1-2 grammatical and/or mechanical mistakes in the brochure even after feedback from an adult.	There are several grammatical and/or mechanical mistakes in the brochure even after feedback from an adult.
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.
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.
Sources	Careful and accurate records are kept to document the source of 95-100% of the	Careful and accurate records are kept to document the	Careful and accurate records are kept to document the	Sources are not documented accurately or are not kept on many facts

	facts and graphics in the brochure.	source of 94-85% of the facts and graphics in the brochure.	source of 84-75% of the facts and graphics in the brochure.	and graphics.
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