Tri-fold Brochure Rubric **Name: _____**

Possible Points	6	5	4	3	2	1	0	
Organization of Information presented	Each section in the brochure has a clear beginning, middle, and end.		75% or more sections of the brochure have a clear beginning, middle, and end.		60% of the 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.	
Content-Accuracy and Information validity	All facts in the brochure are accurate and match cited resources.		99-90% of the facts in the brochure are accurate.		89-90% of the facts in the brochure are accurate.		Fewer than 80% Of the facts in the brochure are accurate.	
Spelling & mechanics	No spelling errors and all sections of brochure are free of writing errors.		No more than 1 spelling and/or writing errors are present.		No more than 3 spelling and/or writing errors are present.		More than 3 spelling and/or writing errors are present.	
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 or format but not both.		The brochure's formatting and organization of material is confusing to the reader.	
Graphics/ Pictures	Graphics match the topic and text in section where placed. Each section has no more than two graphics and there are at least a total of three graphics used.		Graphics go well with the text, but there are so many (more than two per section) that they distract from the text.		Graphics go well with the text, but there are too few (less than three graphics for entire brochure) and the brochure seems "text-heavy".		Graphics do not go with the accompanying text or appear to be randomly chosen.	
Total Points Possible: 30								