Newsletter Rubric

	4	3	1	2
Knowledge of Subject	My newsletter shows that I understand the subject matter well, and explains why the subject is important.	My newsletter shows that I understand the subject matter.	My newsletter shows that I understand most of the subject matter.	My newsletter shows that I do not understand the subject matter very well.
Understanding Concepts	I understand relevant concepts. I offer unique interpretations or extensions, including generalizations, applications, and analogies.	I understand major concepts. I offer interpretations or extensions.	I understand some of the major concepts. I offer some simple interpretations or extensions.	I do not understand major concepts. I offer no interpretations or extensions.
Language	I use interesting language that appeals to the audience.	I use language that holds the audience's attention.	I try to use language that holds the audience's attention.	I do not use language that holds the audience's attention.
Writing Style	My writing uses many features of journalistic style, such as leads, compact paragraphs, and sentences.	My writing uses features of journalistic style.	My writing sometimes uses features of journalistic style.	My writing does note use features of journalistic style.
Sentence Structure	My sentences flow together naturally, and are varied in length and structure to enhance meaning.	My sentences vary and flow together naturally.	My sentences show little variety.	My sentences are all simple in structure.
Conventions	My newsletter has no spelling, grammatical, or typing errors.	My newsletter has only one or two minor spelling, grammatical, or typing errors.	My newsletter has some major spelling or grammatical errors.	My newsletter has many spelling and grammatical errors.

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Graphics	The graphics add information to my newsletter. The graphics and text flow together naturally.	The graphics add to the content of my newsletter.	Most of the graphics relate to the content of my newsletter.	Many of the graphics distract readers from the content of my newsletter.
Design	My newsletter uses a good design and layout. I planned my design and made color and layout choices for a reason.	My newsletter uses a good design and layout. I made logical layout and color choices.	My newsletter is nicely designed in some parts, but other parts are confusing or hard to read.	My newsletter design and layout is confusing and hard to read.
Creativity	I use language and newsletter features to communicate my ideas in original ways that surprise readers.	I use newsletter features to communicate most of my ideas in original ways.	I try to use newsletter features to communicate some of my ideas in original ways.	I do not use newsletter features to communicate my ideas in original ways.
Connection to Resourcs	My content is supported by a wide variety of good sources. My sources are cited correctly in the newsletter.	My content is supported by good sources. Most of my sources are cited correctly in the newsletter.	My content is supported by only a few sources. Some of my sources are cited correctly.	My content is supported by a single source or by unreliable sources. My sources are cited incorrectly.
Audience	I think about and answer questions and concerns that my readers might have.	I think about and answer questions my readers might have.	I try to think about questions my readers might have, but I overlook some obvious questions.	I do not try to answer questions my readers might have.

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Newsletter Features	My newsletter includes all required features, such as a table of contents, a main article, supporting articles, graphics with captions, editorials, and comics. All features relate to the subject and are appropriate for the targeted audience.	My newsletter includes all the required features, and the target audience is clear.	My newsletter has a sense of purpose, but a few newsletter features may be missing or poorly done.	The purpose of my newsletter is unclear, and several newsletter features are missing or incomplete.

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