



Create Rubrics for your Project-Based-Learning Activities

## Making A Brochure: **Travel Brochure**

Teacher name: MacKenzie/Slifka

Student Name \_\_\_\_\_

CATEGORY	4	3	2	1
<b>Content - Accuracy</b>	The brochure covers all 10 Brochure Guidelines.	The brochure covers 7-9 of the Brochure Guidelines.	The brochure covers 5-6 of the Brochure Guidelines.	The brochure covers less than 5 of the Brochure Guidelines.
<b>Content - Accuracy</b>	Given Guidelines contain exceptional information.	Given Guidelines contain adequate information.	Given Guidelines contain some information.	Given Guidelines contain little to no information.
<b>Attractiveness &amp; Organization</b>	The brochure has exceptional visual appeal and is very well-organized.	The brochure is visually appealing and is well-organized.	The brochure has well-organized information but is lacking in visual appeal.	The brochure's has no visual appeal and organization of material is confusing to the reader.
<b>Spelling &amp; Proofreading</b>	No spelling errors.	A few spelling errors.	Several spelling errors.	Many spelling errors.
<b>Writing - Grammar</b>	There are no grammatical mistakes in the brochure.	There are a few grammatical mistakes in the brochure.	There are some grammatical mistakes in the brochure.	There are many grammatical mistakes in the brochure.
<b>Graphics/Pictures</b>	Graphics go well with the text. There are 3 graphics.	Graphics go well with the text. There are 1-2 graphics.	Graphics seem to be randomly chosen. There are 1-2 graphics.	Graphics seem to be randomly chosen. There are no graphics.

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