

# BROCHURE RUBRIC

You are going to make a travel brochure to promote one of Virginia's regions. You want to highlight the main attractions and products of the region in your brochure.

## Regions and Products – Brochure Rubric

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

Date: \_\_\_\_\_

<u>Brochure Criteria</u>	<u>F</u>	<u>D</u>	<u>C</u>	<u>B</u>	<u>A</u>
Brochure is clean and neat (wrote in straight lines, etc.)	6	7	8	9	10
Student folded paper and numbered pages correctly	6	7	8	9	10
Correct info included on page 1 (region name, picture, student name)	6	7	8	9	10
Correct info included on page 2 (5 sentences, title, location, features, products, places, small map)	6	7	8	9	10
Correct info included on page 3 (3 sentences, title, 2 attractions, picture, label)	6	7	8	9	10
Correct info included on page 4 (3 sentences, title, 2 products, picture, label)	6	7	8	9	10
Correct info included on page 5 (3 new facts, title, picture, label)	6	7	8	9	10
Correct info included on page 6 (title, phone number, agency name, student name, company logo)	6	7	8	9	10
Students used complete sentences	2	3	4	4.5	5

Student used correct spelling	2	3	4	4.5	5
Student followed directions (used pencil, underlined title, wrote in straight lines, used color)	2	3	4	4.5	5
Student concentrated throughout activity – evidence of creativity	2	3	4	4.5	5

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**Points earned:** \_\_\_\_\_ /100

**Comments:**