

## Career Brochure Rubric

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

CATEGORY	4	3	2	1
<b>Content – Accuracy</b>	All facts in the brochure are accurate.  All requirements are met.	89-80% of facts in the brochure are accurate.  80-89% of requirements are met..	79-70% of facts in the brochure are accurate.  79-70% of requirements are met.	Fewer than 70% of facts in the brochure are accurate.  Less than 70% of requirements are met.
<b>Attractiveness &amp; Organization</b>	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has mostly attractive formatting and well-organized information.	The brochure is formatted somewhat attractively and has some well-organized information.	The brochure's formatting and organization is confusing to the reader.
<b>Graphics/Pictures</b>	Graphics/pictures go well with the text and help explain it.  There are enough graphics/pictures so things are clearly understood.	Graphics/pictures go well with the text and help explain it, but there are so many that they distract from the text.	Graphics/pictures go well with the text and help explain it, but there are too few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text and appear to be randomly chosen.
<b>Sources</b>	100% of sources are cited correctly, using MLA citation.	89-80% of sources are cited correctly, using MLA citation.	79-70% of sources are cited correctly, using MLA citation.	Less than 70% of sources are cited correctly, using MLA citation.
<b>Writing Appropriateness</b>	Capitalization and punctuation are correct 100-90% of the time.  There are no grammatical or spelling mistakes.	Capitalization and punctuation are correct 89-80% of the time.  There are one or two grammatical or spelling mistakes.	Capitalization and punctuation are correct 79-70% of the time.  There are a few grammatical or spelling mistakes.	Capitalization and punctuation are correct less than 70% of the time.  There are many grammatical or spelling mistakes.

**Notes:**