

Tri-Fold Brochure Rubric

Criteria	4	3	2	1
Research organizer	Research organizer was completed by the indicated deadline.	Research organizer was completed after the indicated deadline.	At least half of research organizer was completed when checked, but was never fully completed by the project due date.	No evidence of work on research organizer was submitted.
Accuracy of research	All information in the brochure is interesting and in-depth. All facts are accurate.	All information in the slideshow is interesting and complete. Most facts are accurate.	More information is needed for the brochure. Some facts are accurate.	Information in the brochure is completely inaccurate.
Organization and attractiveness	Exceptionally attractive formatting and well organized with 4 clear sections.	Presentation shows some creativity and originality. Each slide is titled with the information that follows.	Some formatting and organization with 3 clear sections.	Formatting and organization are confusing. Less than 3 or no clear sections.
Graphics and pictures	Graphics go well with text and there is an excellent mix of text and graphics. Evidence of thought in selection of pictures in every section.	Graphics go well with text, but there are so many that they distract from the text. Evidence of thought in selection of pictures on most of the slides.	Graphics go well with text but there are too few and the brochure is unbalanced. Evidence of thought in selection of pictures in some of the sections.	Graphics do not go with accompanying text or appear to be chosen randomly. Evidence of thought in selection of pictures in at least one section.
Mechanics and grammar	No errors in grammar or spelling.	Some errors in grammar or spelling.	Numerous errors in grammar or spelling.	Errors in grammar or spelling make brochure difficult to understand.
Oral presentation	Clear and confident voice with appropriate eye contact. Very well organized and rehearsed.	Clear and confident voice with appropriate eye contact. Somewhat organized and rehearsed.	Mostly clear and less confident voice. Minimal eye contact with little rehearsal.	Garbled and less confident voice with no eye contact. Rehearsal needed.
Length of presentation	Presentation completed within the 5 minute limit.	Presentation extended 2 minutes past 5 minute limit.	Presentation extended 3 minutes past 5 minute limit.	Presentation lasted 9 minutes or longer.