

Name _____

Travel Guide Brochure Rubric

Content	The content reflects few of the components from the task list	The content reflects some of the components from the task list	The content reflects most of the components from the task list	The content reflects all of the components from the task list
Demonstration of Knowledge	The content demonstrates little of your knowledge and learning about physical features and regions of the Earth.	The content demonstrates some of your knowledge and learning about physical features and regions of the Earth.	The content demonstrates your knowledge and learning about physical features and regions of the Earth.	The content includes knowledge and learning about physical features and regions of the Earth from your research and your class materials
Organization	There was no attempt to organize the information for the reader and/or the brochure is difficult follow.	There was an attempt to organize the brochure but it is not easy for the reader to follow.	The brochure is organized but seems to be out of order.	The brochure is organized and easy for the reader to follow.
Mechanics of Writing	There are more than 4 errors in spelling, punctuation or capitalization.	There are 3-4 errors in spelling, punctuation or capitalization.	There are 1-2 errors in spelling, punctuation or capitalization.	There are no spelling, punctuation or capitalization errors.
Visuals	There are no visuals or not enough. Or the visuals are too distracting and unrelated.	The visuals are not always related to the content and this is distracting.	The visuals are directly related to the content but there are too many or they aren't in the right place.	The visuals are directly related to the content and enhance the brochure.
Creativity	The brochure doesn't sound like you and/or it was difficult to finish reading.	The brochure doesn't sound like you and/or it isn't very interesting to read.	The brochure demonstrates your own personal style of writing and is readable.	The brochure demonstrates your own personal style of writing and is interesting to read.