

Name :

Element Brochure Rubric

	EXPERIENCED	CAPABLE	DEVELOPING	LIMITED
BASIC INFORMATION ABOUT THE ELEMENT	Basic information presented correctly including following directions on the first page.		Information was correct about the element, but student did not follow instructions.	Assistance is needed to gather information on the brochure
WORKS CITED	Updated and correctly constructed works cited was included in the brochure. Works cited has a hanging indent.	Works cited had errors or was not presented in proper MLA style Did not have a hanging indent		
FAMILY GROUP	Properly explained the family group of the element and shared two descriptions of the family.	Explained one common characteristic of the family	Common characteristics are not listed	Assistance is needed in finding information about the family
USES AND EXAMPLES OF ELEMENT	Uses of the element were described accurately and explained.		Uses were mentioned briefly.	
TIMELY	On time		Day late	More than a day late.

Total Points 100

	EXPERIENCED	CAPABLE	DEVELOPING	LIMITED
PROFESSIONALISM	Spelling and grammar are correct.	Mistakes in spelling and grammar.		
OVERALL PRESENTATION	Excellent presentation. Has a professional brochure appearance. Aesthetically appealing.	Student did a great job of sharing information.	Many blank spaces in brochure. Potentially too wordy. Written more like a paragraph than a brochure.	Lacking overall cohesiveness Errors in grammar, spelling, or punctuation. Poorly done. Incomplete.
CREATIVITY	Project was creative and interesting. Advertisements were original and combined science information	Project effectively delivered information.	Skills are still developing.	
ANALYSIS/ DOCUMENTATION	Quoted material is successfully documented.	Sources are cited, but improperly.	Some sources are not cited.	Some phrasing/word choice was not the students' own.
PICTURES/ VISUALS TECHNOLOGY	Visuals were used to enhance the project. Properly cited. Creative and interesting Great use of wordart, special effects, borders..	Visuals supported the content effectively. Properly cited. Special features included font styles.		<i>No citations on the pictures</i>