

Information Leaflet Rubric

Criteria	5	4	3	2
Content	Contains required elements of leaflet (Title, headings, photos/illustrations, facts) Accurately utilizes researched information in the brochure	Contains most required elements of leaflet (Title, headings, photos/illustrations, facts) Employs research information with an adequate degree of accuracy	Contains some required elements of leaflet (Title, headings, photos/illustrations, facts) Employs research information with a fair degree of accuracy	Contains 1 required elements of leaflet (Title, headings, photos/illustrations, facts) Reports only the most basic parts of the information
Written Presentation	Well organized content Attractive and well designed format Clear and easily understood message Strong visual appeal – time and effort clearly given to handwriting	Content is organized Format is adequate Message is sufficiently understood Some care given to handwriting	Content lacks organization Format is difficult to follow and poorly organized Message not clearly understood Little care given to handwriting	Unorganized content Hard to follow Message difficult to understand; tendency to wander or ramble Handwriting careless/ difficult to read
Grammar/ Spellings	Capital letters/punctuation used correctly throughout Correct spellings throughout	Capital letters/punctuation used with minor errors Mostly correct spellings	Capital letters/punctuation used but more than 4 mistakes More than 4 incorrect spellings	Capital letters/punctuation contain many mistakes Many incorrect spellings
Visual Appeal	Imaginative; original Use of graphics make the message “come alive”	Creativity is acceptable Use of graphics adequate to present message	Little creativity used Poor selection of graphics	No originality Graphics do not tie in with the message

TOTAL MARKS: