

Brochure

Name: _____

| | 4. Distinguished | 3. Proficient | 2. Apprentice | 1. Novice |
|---|---|---|--|---|
| Writing-Ideas: Interesting, informative details | All details were unique, interesting, and related to and supported the main idea. Writing included information based on personal experience. | Writing had many interesting details which supported the main idea. Writing included information based on personal experience. | Writing had three or more details that supported the main idea. | Writing had few details. |
| Writing-Sentence Fluency: Length, variety and flow of writing | Most sentences varied in length and structure. Writing had a natural flow that made it easy to read. | Many sentences varied in length and structure. Some sentences did not flow smoothly. | A few sentences varied in length. Most sentences did not flow smoothly. | Sentences were short and did not flow well. Sentence structure did not change. |
| Media-Graphics: Backgrounds, illustrations, photographs, diagrams, and/or animation | Used colorful and consistent backgrounds that enhanced the mood of the project. Graphics and animations helped to clarify, explain, and support content. | Project used consistent background throughout. Used graphics to support project ideas and content. | Project used many different conflicting backgrounds. Graphics were used, but did not always support the content. | Project did not use backgrounds. Graphics were inappropriate and detracted from project. |
| Design-Layout and Organization: Organized and easy to read | Content was well organized with headings and subheadings. Text and graphics were neatly organized and made the project easy to read. | Project was organized with headings and subheadings. Text and graphics were placed to make the project easy to read. | Most of the project was organized. The placement of text and graphics sometimes made the project hard to read. | Project was hard to read. There is no clear structure. Text and graphics were randomly placed. |
| Planning-Rough Draft: Draft of the final document | Rough draft was completed in a timely manner and included all necessary information. Rough draft was written neatly. Student used feedback from editing process to make final project better. | Rough draft was completed in a timely manner and included most of the necessary information. Rough draft was written neatly. Student worked on their own and with peers during the editing process. | Rough draft included some necessary information. Rough draft was completed on time. Rough draft was legible. Student worked with peers during the editing process. | Rough draft was incomplete and was not finished on time. Rough draft was difficult to read. Student did not participate in the editing process. |

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____ My writing includes interesting and informative details that support the main idea.

____ My writing has sentences which are varied in length and flow well.

____ My project has graphic elements that support the content.

____ Project has information that is organized and easy to read.

____ I have a neat and thorough rough draft.