Rubric for Brochure

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| Task Description (.BLACK HISTORY MONTH PROJECT-BROCHURE “African Americans in Science and Technology”) |
| Criteria | weight | Professional | Adequate | Needs Work | Unsatisfactory |
| **Content** | 50% | * Demonstrates in depth understanding of topic
* Accurately utilizes researched information in the brochure
 | * Demonstrates understanding of the topic
* Employs research information with an adequate degree of accuracy
 | * Demonstrates little understanding of topic
* Employs research information with a fair degree of accuracy
 | * Lacks understanding of topic
* Reports only the most basic parts of the information
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| **Written Presentation** | 20% | * Well organized content
* Attractive and well designed format
* Clear and easily understood message
* Computer generated with strong visual appeal
 | * Content is organized
* Format is adequate
* Message is sufficiently understood
* Computer generated with acceptable eye appeal
 | * Content lacks organization
* Format is difficult to follow and poorly organized
* Message not clearly understood
* Computer generated but poorly designed
 | * Unorganized content
* Hard to follow
* Message difficult to understand; tendency to wander or ramble
* Handwritten or computer generated with little organization or skill
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| **Research Quality** | 15% | * Five sources used
* Use of reliable sources
* Accurate analysis of research
 | * Three sources used
* Sources have some reliability
* Adequate analysis of research
 | * Two sources used
* Questionable reliability of sources
* Basic information with questionable accuracy
 | * Less than two sources used
* Little reliability of sources
* Inaccurate information
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| **Visual Appeal** | 15% | * 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
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