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 |
| **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 |
| **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 |
| **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 |