

Brochure Scoring Rubric

Check the cell in each column that best captures the rater's evaluation

| Brochure ID: | Scoring Date: / / | Contact: | | | | | | | | | | | | | | | | | | |
|--|---|---|---------------------------|-------------------------------|--|--|--------------|-------------------------|---|----------------------|-------|-------|------------------------------------|-------|-------|--------------------------|-------|--|--------------------------|--|
| Criteria to Judge: Content | Criteria to Judge: Creativity/Neatness | Criteria to Judge: Correctness | | | | | | | | | | | | | | | | | | |
| Score: _____ | Score: _____ | Score: _____ | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> • Adheres to guidelines • Contains ideal mix of historical fact and interpretation. • Well organized and logical; easy to follow. • Pictures add to understanding [5 Pts] | <ul style="list-style-type: none"> • Adheres to guidelines • Prose includes metaphors, similes, and other appropriate tools and demonstrates creativity, wit, and insight into the topic. • Pictures depict the topic creatively and imaginatively. • Brochure contains additional creative touches that add to the aesthetic appeal [5 Pts] | <ul style="list-style-type: none"> • Adheres to guidelines • Contains no spelling or grammatical errors. • Paragraphing and sentence structure is error free. • No erasures or white out evident. [5 Pts] | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> • Adheres to guidelines • Contains a good mix of historical fact and interpretation. • Well organized • Pictures may add to understanding [4 Pts] | <ul style="list-style-type: none"> • Adheres to guidelines • Writing may include metaphors, similes, and other appropriate tools and some creativity, wit, and/or insight into the topic. [4 Pts] • Pictures depict the topic creatively and imaginatively. • Brochure may contain additional creative touches | <ul style="list-style-type: none"> • Adheres to guidelines • Contains few spelling or grammatical errors. • Paragraphing and sentence structure is very good. • May be slight evidence of erasures or use of white out. [4 Pts] | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> • Adheres to guidelines • Contains historical fact as well as interpretation. • Organized. • Pictures may or may not add to understanding. [3 Pts] | <ul style="list-style-type: none"> • Adheres to guidelines • Writing straightforward and may contain some creative language usage. • Pictures are appropriate. [3 Pts] • Brochure has few or no additional creative touches. | <ul style="list-style-type: none"> • Adheres to guidelines • Contains some spelling and/or grammatical errors. • Paragraphing and sentence structure is adequate. • May be evidence of erasures or use of white out. [3 Pts] | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> • Adheres to some guidelines • May contain historical facts and/or interpretation. • Lacks organization. • May have pictures. [2 Pts] | <ul style="list-style-type: none"> • Adheres to some guidelines • Writing is simplistic. • Pictures may fit the topic. • Brochure has no additional creative touches. [2 Pts] | <ul style="list-style-type: none"> • Adheres to some guidelines • Contains many spelling and/or grammatical errors. • Paragraphing and sentence structure is problematic. • May be evidence of many erasures and/or use of white out. [2 Pts] • | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> • Does not adhere to guidelines • Has few facts and/or lacks interpretation. • Disorganized • No pictures [1 Pt] | <ul style="list-style-type: none"> • Does not adhere to guidelines • Writing is confusing and/or stilted. • Pictures do not fit the topic or do not exist. • Brochure has no additional creative touches and may be sloppy or messy [1 Pt] | <ul style="list-style-type: none"> • Does not adhere to guidelines • Spelling and grammar errors make meaning difficult to ascertain. • May not paragraph; sentence structure may be confusing or awkward and detract from meaning. • May be evidence of many erasures and/or use of white out. [1 Pt] | | | | | | | | | | | | | | | | | | |
| <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Brochure ID: _____</td> <td style="width: 33%; text-align: center;">OVERALL BROCHURE SCORE</td> <td style="width: 33%;"></td> </tr> <tr> <td></td> <td style="text-align: center;">SCORE</td> <td style="text-align: center;">Rater's Initials</td> </tr> <tr> <td>Disqualification Reason (if any)</td> <td style="text-align: center;">_____ Content</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>_____</td> <td style="text-align: center;">_____ Creativity / Neatness</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>_____</td> <td style="text-align: center;">_____ Correctness</td> <td style="text-align: center;">_____</td> </tr> <tr> <td></td> <td style="text-align: center;">_____ TOTAL SCORE</td> <td></td> </tr> </table> | | | Brochure ID: _____ | OVERALL BROCHURE SCORE | | | SCORE | Rater's Initials | Disqualification Reason (if any) | _____ Content | _____ | _____ | _____ Creativity / Neatness | _____ | _____ | _____ Correctness | _____ | | _____ TOTAL SCORE | |
| Brochure ID: _____ | OVERALL BROCHURE SCORE | | | | | | | | | | | | | | | | | | | |
| | SCORE | Rater's Initials | | | | | | | | | | | | | | | | | | |
| Disqualification Reason (if any) | _____ Content | _____ | | | | | | | | | | | | | | | | | | |
| _____ | _____ Creativity / Neatness | _____ | | | | | | | | | | | | | | | | | | |
| _____ | _____ Correctness | _____ | | | | | | | | | | | | | | | | | | |
| | _____ TOTAL SCORE | | | | | | | | | | | | | | | | | | | |