





Group Brochure Rubric

Category	Characteristics 	Characteristics 	Characteristics 	Characteristics 
Overall Appearance (9 Points Possible)				
Background	Background does not detract from text or other graphics. Choice of background is consistent from card to card and is appropriate for the topic. (3)	Background does not detract from text or other graphics. Choice of background is consistent from card to card. (2)	Background does not detract from text or other graphics. (1)	Background makes it difficult to see text or competes with other graphics on the page. (0)
Text: Font Choice and Formatting	Font formats (e.g., color, bold, italic) have been carefully planned to enhance readability and content. (3)	Font formats have been carefully planned to enhance readability. (2)	Font formatting has been carefully planned to complement the content. It may be a little hard to read. (1)	Font formatting makes it very difficult to read the material. (0)
Use of Graphics	All graphics are attractive (size and colors) and support the theme/content of the presentation. (3)	A few graphics are not attractive but all support the theme/content of the presentation. (2)	All graphics are attractive but a few do not seem to support the theme/content of the presentation. Few to no graphics are used. (1)	Several graphics are unattractive AND detract from the content of the presentation. No graphics are present. (0)
Writing Skills & Ethical Use (18 Points Possible)				
Spelling and Grammar	Brochure has no misspellings or grammatical errors. (6)	Brochure has 1-2 misspellings, but no grammatical errors. (4)	Brochure has 1-2 grammatical errors but no misspellings. (2)	Brochure has more than 2 grammatical and/or spelling errors. (0)
Sources	All sources (information and graphics) are accurately documented in the desired format. (6)	All sources (information and graphics) are accurately documented, but a few are not in the desired format. (4)	Some sources are not accurately documented. (2)	None of the sources are documented. (0)
Organization	Information is well organized and there is a logical flow from one section to the next. Titles describe the information	Information is organized but there is some breaks in the flow from one section to the next. Some information	Information has some organization but there is considerable disruption in flow from one section to	Information is poorly organized. There is no logical flow from one section to the next. Many section titles are absent or

	given in the section. It is clear throughout that the intent was to explain the catastrophe thoroughly. (6)	seems out of place. Section titles describe the information given in the section seems choppy.(4)	the next. Some section titles are absent or do not relate to the information given. The brochure may be hard to follow with abrupt changes in content. (2)	do not relate to the information given in the slide. (0)
Content (48 Points Possible)				
Accuracy of Content	All content throughout is accurate. There are no factual errors. (6)	Most of the content is accurate but there is one piece of information that might be inaccurate. (4)	The content is generally accurate, but one piece of information is clearly flawed or inaccurate. (2)	Content is typically confusing or contains more than one factual error. Or, content is presented with over 10% quoted. Insufficient self-writing is included.(0)
Geologist section	All four areas are handled appropriately and thoroughly. It is clear that the topic was well research and fully understood. Writing is done independently (6)	All four areas are handled appropriately but not thoroughly. The topic was researched but it is not clear that it was understood thoroughly. Writing is done independently (4)	Three areas are handled appropriately but one or more is not. It is not clear that each topic was well research and fully understood. Writing is done independently (2)	Either half or more was not covered or the writing was not done independently. Even with quotations and references, more than 10% cannot be quoted. (0)
Humanitarian section	All four areas are handled appropriately and thoroughly. It is clear that the topic was well research and fully understood. Writing is done independently (6)	All four areas are handled appropriately but not thoroughly. The topic was researched but it is not clear that it was understood thoroughly. Writing is done independently (4)	Three areas are handled appropriately but one or more is not. It is not clear that each topic was well research and fully understood. Writing is done independently (2)	Either half or more was not covered or the writing was not done independently. Even with quotations and references, more than 10% cannot be quoted. (0)
Economist section	All four areas are handled appropriately and thoroughly. It is clear that the topic was well research and fully understood. Writing is done independently (6)	All four areas are handled appropriately but not thoroughly. The topic was researched but it is not clear that it was understood thoroughly. Writing is done	Three areas are handled appropriately but one or more is not. It is not clear that each topic was well research and fully understood. Writing is done independently (2)	Either half or more was not covered or the writing was not done independently. Even with quotations and references, more than 10% cannot be quoted. (0)

		independently (4)		
References	All material is completely referenced in APA format. (6)	Most but not all material is referenced in APA format. (4)	Some material is referenced in APA format. (2)	Either references are not included or they are not in proper APA format. (0)
Allure	Brochure is designed to be not only informative but engaging. A creative element is used to make the content interesting and accessible. (12)	Brochure does what it must to be informative but lack the creative spark to make it truly engaging. (8)	Brochure is difficult to get through. (4)	Brochure is dull and drab. (0)
Conciseness	Information has been edited to include only pertinent information. There is no "fluff" or "filler" information. (6)	Information has been edited to include mainly pertinent information though some extra information is present. There is no "fluff" or "filler" information. (3)	Some areas of the presentation have been edited to include mainly pertinent information though some extra information is present while other areas so an obvious lack of editing. Or, insufficient detail is provided. The bare bones minimum has been done to get a project completed.(2)	Lack of editing is obvious. Lots of "fluff"/"filler" present to give the illusion of work being accomplished. (0)

Total Points Earned: _____ (75 Points)

Peer Assessment: _____ (10 points)

Individual Worksheet: _____ (15 points)