

SW Asia Country Brochure Rubric

	Outstanding (8-10)	Good (6-8)	Average (4-6)	Poor (0-4)
Organization	The brochure has excellent formatting and very well organized information.	The brochure has appropriate formatting and well organized information.	The brochure has some organized information with random formatting.	The brochure's format and organization of material are confusing to the reader.
Content	The brochure communicates relevant information appropriately and effectively to the intended audience	The brochure communicates relevant information appropriately to the intended audience.	The brochure communicates irrelevant information, or communicates inappropriately to the intended audience	The brochure communicates irrelevant information, and communicates inappropriately to the intended audience
Conventions	The brochure follows the format of in-class examples. All of the writing is done in complete sentences. Capitalization and punctuation are correct throughout the brochure.	The brochure follows the format of in-class examples. Most of the writing is done in complete sentences. Most of the capitalization and punctuation are correct throughout the brochure.	The brochure slightly deviates from in-class examples. Some of the writing is done in complete sentences. Some of the capitalization and punctuation are correct throughout the brochure.	The brochure does not follow in-class examples. Most of the writing is not done in complete sentences. Most of the capitalization and punctuation are not correct throughout the brochure.
Graphics	The graphics go well with the text, and there is a good mix of text and graphics	The graphics go well with the text, but there are so many that they distract from the text.	The graphics go well with the text, but there are too few.	The graphics do not go with the accompanying text or appear to be randomly chosen.