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| **Making A Brochure : Biome Travel Brochure** |
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| CATEGORY | 5 | 4 | 3 | 2 |
| Spelling & Proofreading | No spelling errors remain after one person other than the typist reads and corrects the brochure. | No more than 1 spelling error remains after one person other than the typist reads and corrects the brochure. | No more than 3 spelling errors remain after one person other than the typist reads and corrects the brochure. | Several spelling errors in the brochure. |
| Writing - Mechanics | Capitalization and punctuation are correct throughout the brochure. | Capitalization and punctuation are correct throughout the brochure after feedback from an adult. | There are 1-2 capitalization and/or punctuation errors in the brochure even after feedback from an adult. | There are several capitalization or punctuation errors in the brochure even after feedback from an adult. |
| Content - Accuracy | All facts in the brochure are accurate. | 99-90% of the facts in the brochure are accurate. | 89-80% of the facts in the brochure are accurate. | Fewer than 80% of the facts in the brochure are accurate. |
| Attractiveness & Organization | The brochure has exceptionally attractive formatting and well-organized information. | The brochure has attractive formatting and well-organized information. | The brochure has well-organized information. | The brochure's formatting and organization of material are confusing to the reader. |
| Writing - Organization | Each section in the brochure has a clear beginning, middle, and end. | Almost all sections of the brochure have a clear beginning, middle and end. | Most sections of the brochure have a clear beginning, middle and end. | Less than half of the sections of the brochure have a clear beginning, middle and end. |
| Graphics/Pictures | Graphics go well with the text and there is a good mix of text and graphics. | Graphics go well with the text, but there are so many that they distract from the text. | Graphics go well with the text, but there are too few and the brochure seems "text-heavy". | Graphics do not go with the accompanying text or appear to be randomly chosen. |
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| Date Created: **Dec 04, 2009 03:47 pm (UTC)** |  |  |
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