Appendix #3

Rubric: Issue Brochure

Student: _____   Date: _____

Criteria	Level 1	Level 2	Level 3	Level 4
Knowledge/ Understanding • information	☐ provides limited information about the issue	☐ provides some basic information about the issue	☐ provides clear information about the issue	☐ provides clear and detailed information about the issue
Thinking/Inquiry • creative thinking/ risk taking	☐ l imited understanding of a summary: info included has too many details	☐ some summary of info to include important information	☐ summarizes info to include important information	☐ summarize info to include most important information
• critical thinking/ audience analysis	☐ brochure reflects a focus on one issue and explains why it reflects the needs of the community with limited effectiveness	☐ brochure reflects a focus on an issue(s) and explains why it reflects the needs of the community with some effectiveness	☐ brochure reflects a focus on an issue(s) and explains why it reflects the needs of the community with considerable effectiveness	☐ brochure reflects a focus on more than one issue and explains why it reflects the needs of the community with a high degree of effectiveness
Communication • audience and purpose	☐ has limited sense of audience expectation or purpose of brochure	☐ has some sense of audience expectation or purpose of brochure	☐ has clear sense of audience expectation or purpose of brochure	☐ has strong sense of audience expectation or purpose of brochure
• interplay of text and visuals	☐ text and visuals work together with limited effectiveness	☐ text and visuals work together with some effectiveness	☐ text and visuals work together with considerable effectiveness	☐ text and visuals work together with a high degree of effectiveness
• language	☐ language shows limited sensitivity to audience and purpose	☐ language is somewhat appropriate for intended audience and purpose	☐ language is appropriate for intended audience and purpose	☐ language is appropriate and effective for intended audience and purpose
Application • design techniques	☐ shows limited command of design techniques	☐ shows some command of design techniques	☐ shows considerable command of design techniques	☐ shows strong command of design techniques
• presentation	☐ presentation shows limited skill in lettering, spelling, imagery usage	☐ presentation shows some skill in lettering, spelling, imagery usage	☐ presentation shows considerable skill in lettering, spelling, imagery usage	☐ presentation shows a high degree of skill in lettering, spelling, imagery usage