***Travel Brochure Rubric***

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| **Category** | **Incomplete**  **0 points** | **Developing**  **2 points** | **Accomplished**  **4 points** | **Exemplary**  **6 points** |
| **Information related to the list the class created** | Brochure does not include any of the items off of the list the class created. | Brochure includes less than three items off of the list the class created. | Brochure includes less than six items off of the list the class created. | Brochure includes at least six items off of the list the class created. |
| **Persuade tourists to visit your country** | The brochure is not successful at persuading tourists to visit the country. | The brochure is somewhat successful in persuading tourists to visit the country. | The brochure is mostly successful in persuading tourists to visit the country. | The brochure is extremely successful in persuading tourists to visit the country. |
| **Pictures** | There are no pictures included in the brochure. | The pictures are unrelated to the theme and do not enhance the content of the brochure. | Not all of the pictures relate to the theme nor do they enhance the content of the brochure. | The pictures all relate to the theme and enhance the content of the brochure. |
| **Source Selection** | Did not identify any reliable or relevant sources. | Selected less than six sources of which some are unreliable or they are not varied in format (does not include print and electronic). | Selected at least six sources in both print and electronic form but not all of the sources are reliable. | Selected at least six reliable sources in both print and electronic form. |
| **Source Citation** | Did not list most sources used – sources were incomplete and incorrect and not in the MLA style. | Listed most sources but not in the correct MLA style. | Listed most sources in the correct MLA style. | Listed all sources correctly in MLA style. |
| **Text** | Fonts are not easy to read and not appropriately sized. | Fonts are either not easy to read or not appropriately sized. | Fonts are mostly easy to read and appropriately sized. | Fonts are easy to read and appropriately sized. |
| **Organization** | There are major organizational problems with the brochure that makes it hard to understand and read. | Multiple organizational errors. | Minor organizational errors. | The brochure is extremely well organized. |
| **Grammar and Spelling** | There are more than fifteen grammatical or spelling errors that distract the reader from the content of the brochure. | There are more than six grammatical or spelling errors. | There are a few grammatical or spelling errors. | There are no grammatical or spelling errors. |

/ 48 points