



| | Beginning 1 | Developing 2 | Accomplished 3 | Exemplary 4 | Score |
|-----------------------------|--|--|--|---|--------------|
| RESEARCH | Did not utilize resources effectively; did little or no fact gathering for project | Used the material provided in an acceptable manner; but did not consult any additional sources | Did a good job researching; utilized materials provided fully; found some outside information | Went well above and beyond to research information; solicited material in addition to what was provided | |
| CONTENT ACCURACY | Completely inaccurate; facts were misleading to audience | Somewhat accurate; more than a few inconsistencies or errors in information | Mostly accurate; a few inconsistencies or errors in information | Completely accurate; all facts were correct and up-to-date | |
| VISUAL DISPLAY | Few or no graphic elements; or graphics interfere with presentation of material | A few graphic elements present; little variation in type, color, and layout | Graphic elements contribute to understanding; some differences in type, color, and layout used | Very attractive display utilizing graphics appropriately; effective use of color, size, type and layout | |
| REQUIRED ELEMENTS | Brochure included few or no required elements | Brochure included some of required elements | Brochure included most or all required elements | Brochure included all required elements and some additional ones | |
| CLARITY AND NEATNESS | Very difficult to read and follow; confusing | Hard to read; confusing; labels are hard to read | Easy to read; most elements are clear; labels are easy to read and appropriate | Easy to read; all elements are clearly written, labeled and appropriate | |

Travel Brochure Rubric (2 of 2)

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|------------------------------|---|--|---|---|--|
| MECHANICS | Very frequent grammar, punctuation or spelling errors | More than two errors in grammar, spelling or punctuation | Only one or two errors in grammar, spelling, or punctuation | All grammar, spelling and punctuation are correct | |
| SHARED RESPONSIBILITY | Most or all of work done by one person | Responsibility is shared by less than half of members | Responsibility is shared by most of group members | Responsibility is shared equally | |

<http://www.lpb.org/opom>