**Travel Brochure Rubric**

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|  | **6-5** | **4-3** | **2** | **1** |
| **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. |
| **Ideas** | 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** | All of the writing is done in complete sentences.  Capitalization and punctuation are correct throughout the brochure. | Most of the writing is done in complete sentences.  Most of the capitalization and punctuation are correct throughout the brochure. | Some of the writing is done in complete sentences.  Some of the capitalization and punctuation are correct throughout the brochure. | 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. |

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