

Rubric: Brochure - Creating a Garden

Criteria Groups	Achievement Levels			
	1	2	3	4
Creativity (x1)	The brochure design is neither original or creative. It doesn't use pictures that show foods related to the topic. It contains little if any important information related to the topic.	The brochure design is not original. It uses few pictures that show foods related to the topic. It contains little information related to the topic.	The brochure design is original and creative. It uses some pictures that show foods related to the topic. It contains some information related to the topic.	The brochure design is original and creative. It uses pictures that show foods related to the topic. It contains important information related to the topic.
Content and Accuracy (x2)	Brochure does not include reasons why vegetables are healthy for humans nor does it include specific information about those nutrients.	Brochure includes few reasons why vegetables are healthy for humans. It includes little information about those nutrients.	Brochure includes some reasons why vegetables are healthy for humans and includes specific information about those nutrients.	Brochure includes many reasons why vegetables are healthy for humans and includes specific information about those nutrients.
Conventions (x1)	Shows little evidence of understanding correct spelling, capitalization, and punctuation.	Many errors in spelling, capitalization, and punctuation, and somewhat affects understanding.	All familiar words are spelled correctly, some errors in spelling of content words. Some errors in capitalization, and punctuation, but the errors do not affect understanding.	Few or no errors in spelling, capitalization, and punctuation.
Penmanship (x1)	Writing is very sloppy.	Writing is somewhat sloppy.	Writing is neat.	Writing is very neat and easy to read.
Organization (x1)	The content is not organized with a clear beginning,	The content is organized with a beginning,	The content is well organized with a clear	The content is very well organized with a

	middle, and ending. The creator has little if any sense of audience.	middle, and ending. The creator has some sense of audience.	beginning, middle, and ending. The creator has a sense of audience.	clear beginning, middle, and ending. The creator has a clear sense of audience.
Health Education Connection (x1)	Brochure does not demonstrate an understanding that healthy behaviors impact personal health and well being.	Brochure demonstrates little understanding that healthy behaviors impact personal health and well being.	Brochure somewhat demonstrates an understanding that healthy behaviors impact personal health and well being.	Brochure clearly demonstrates an understanding that healthy behaviors impact personal health and well being.