

Pamphlet Rubric

Student Name: _____

Class: _____

CATEGORY	4	3	2	1
Coverage of topic	Details on the pamphlet focus on the most important information about the topic and increase the audience's understanding.	Details on the pamphlet include most of the important information, but the audience may need more information to understand fully.	Details on the pamphlet relate to the topic but are too generalized or off-topic. The audience does not understand the information.	Very few details on the pamphlet are related to the topic.
Graphics - Relevance	Each graphic is relevant to the topic and enhances audience understanding. There is appropriate citation for each graphic.	Each graphic is relevant to the topic. There is appropriate citation for each graphic.	The graphics mostly relate to the topic. Some borrowed graphics have citations.	Graphics do not relate to the topic OR several graphics do not have citations.
Organization	Information is very organized with clear titles, subheadings, text, and graphics.	Information is mostly organized with clear titles, subheadings, text, and graphics.	Information is somewhat organized but may be missing one of the following: clear titles, subheadings, text, and graphics.	The information lacks organization and clarity.
Layout and Design	All the information is clear, easy to read, and legible. The designs enhance the pamphlet and add to the learning.	Most of the information is clear, easy to read, and legible.	Most of the information is clear, though some may be too small, unclear, or illegible.	Much of the information on the pamphlet is unclear, too small, or illegible.
Mechanics	Correct capitalization and punctuation throughout the pamphlet.	1 error in capitalization or punctuation on the pamphlet.	2 errors in capitalization or punctuation on pamphlet.	3 or more errors in capitalization or punctuation on pamphlet.

Total Points: _____