

Rubric for Your Brochure

	4	3	2	1
Knowledge of Content	<p>Our content is well organized.</p> <p>Our content demonstrates strong understanding of the metric system and how it is used in everyday life. We include lots of examples.</p> <p>Our brochure includes a math problem showing the difference in ease of use between metrics and English systems.</p>	<p>Our content is organized.</p> <p>Our content demonstrates adequate understanding of the metric system and how it is used in everyday life. We include some examples.</p> <p>Our brochure includes a math problem showing the difference between metrics and English systems.</p>	<p>Our content is not very organized.</p> <p>Our content demonstrates minimal understanding of the metric system and how it is used in everyday life. We include a few examples.</p> <p>Our brochure includes a math problem, but the problem doesn't show the difference between metrics and English systems.</p>	<p>We have minimal content, and it is not organized.</p> <p>Our content demonstrates limited understanding of the metric system and how it is used in everyday life. We don't have examples or our examples are incorrect.</p> <p>Our brochure is missing a math problem.</p>
Persuasiveness	<p>Our brochure gives several compelling arguments for U.S. conversion to the metric system.</p> <p>Our brochure includes a convincing story, based on a real incident, of why switching to the metric system is important.</p>	<p>Our brochure gives some compelling arguments for U.S. conversion to the metric system.</p> <p>Our brochure includes a story that might be made up but is convincing of why switching to the metric system is important.</p>	<p>Our brochure gives some reasons for U.S. conversion to the metric system, but not a strong argument.</p> <p>Our brochure includes a brief story of why switching to the metric system is important, but the story is not very convincing.</p>	<p>Our brochure gives one or two reasons for U.S. conversion to the metric system, but not a strong argument.</p> <p>Our brochure is missing a story, or our story is irrelevant.</p>
Graphics and Layout	<p>Our graphics and charts aid in understanding the content.</p> <p>Our layout is neat, creative, and aesthetically pleasing.</p>	<p>Our graphics or charts aid in understanding the content, but more are needed.</p> <p>Our layout is neat and aesthetically</p>	<p>Our graphics or charts do not aid in understanding the content.</p> <p>Our layout is neat.</p>	<p>Our brochure is missing graphics or charts.</p> <p>Our brochure is not laid out well.</p>

		pleasing.		
Mechanics	Our brochure has no errors in punctuation, capitalization, and grammar.	Our brochure has some errors in punctuation, capitalization, or grammar, but they do not detract from the meaning.	Our brochure has several errors in punctuation, capitalization, or grammar and they detract from the meaning.	Our brochure has numerous errors in punctuation, capitalization, and grammar which makes it difficult for the reader to understand the meaning.
Group Contribution	I am a leader in the project. I do my share, listen to others, and help my peers. I am always on task.	I do my share of the project, listen to others, and help my peers sometimes. I am usually on task.	I do not do my share of the project, have trouble listening, and have to be told what to do. I am often off task.	I do not contribute much to the project and am off task much of the time.