

## Making A Brochure : See the U.S.A.- Composition

Student Name: \_\_\_\_\_ **A = 15-16 points**  
**B = 14-13 points**

CATEGORY	4 points	3 points	2 points
Writing - Organization	Each section in the brochure has a clear beginning, middle, and end.	Almost all sections of the brochure have a clear beginning, middle and end.	Most sections of the brochure have a clear beginning, middle and end.
Word Choice	Words convey the intended message in a precise, interesting, and natural way. The words are powerful and engaging.	The language is functional, even if it lacks much energy. It is easy to figure out the writer's meaning on a general level.	The writer demonstrates a limited vocabulary or has not searched for words to convey specific meaning.
Conventions	The writer demonstrates a good grasp of standard writing conventions (e.g., spelling, punctuation, capitalizat	Conventions are sometime handled well and enhance readability: at other times, errors are distracting and impair	Errors in spelling, punctuation, capitalization, grammar and usage, and/or paragraphing repeatedly distract the
Presentation	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has well-organized information.

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**C = 12-11 points**

**D = 10-9**

**1 points**

Less than half of the sections of the brochure have a clear beginning, middle and end.

There are several mistakes in the brochure even after feedback from an adult.

Several errors in the brochure even after feedback from an adult.

The brochure's formatting and organization of material are confusing to the reader.