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| CATEGORY  | 4  | 3  | 2  | 1  |
| Content - Accuracy  | All facts in the brochure or ad are accurate.  | 99-90% of the facts in the brochure or ad are accurate.  | 89-80% of the facts in the brochure or ad are accurate.  | Fewer than 80% of the facts in the brochure or ad are accurate.  |
| Information  | Includes 4 main pieces of information: a description of how the nonrenewable energy source works, 3 advantages, 1 disadvantage and why they chose that source as the \"best of the best\"  | Includes 3 of the 4 main pieces of information  | Includes 2 of the 4 main pieces of information  | Includes 0-1 of the 4 main pieces of information  |
| Attractiveness & Organization  | The brochure or ad has exceptionally attractive formatting and well-organized information.  | The brochure or ad has attractive formatting and well-organized information.  | The brochure or ad has well-organized information.  | The brochure or ad's formatting and organization of material are confusing to the reader.  |
| Graphics/Pictures  | Graphics go well with the text and there is a good mix of text and graphics.  | Graphics go well with the text, but there are so many that they distract from the text.  | Graphics go well with the text, but there are too few and the brochure seems \"text-heavy\".  | Graphics do not go with the accompanying text or appear to be randomly chosen.  |
| Writing - Grammar  | There are no grammatical mistakes in the brochure or ad.  | There are no grammatical mistakes in the brochure or ad after feedback from an adult.  | There are 1-2 grammatical mistakes in the brochure or ad even after feedback from an adult.  | There are several grammatical mistakes in the brochure or ad even after feedback from an adult.  |
| Writing - Vocabulary  | The authors correctly use several new words and define words unfamiliar to the reader.  | The authors correctly use a few new words and define words unfamiliar to the reader.  | The authors try to use some new vocabulary, but may use 1-2 words incorrectly.  | The authors do not incorporate new vocabulary.  |
| Writing - Mechanics  | Capitalization and punctuation are correct throughout the brochure or ad.  | Capitalization and punctuation are correct throughout the brochure or ad after feedback from an adult.  | There are 1-2 capitalization and/or punctuation errors in the brochure or ad even after feedback from an adult.  | There are several capitalization or punctuation errors in the brochure or ad even after feedback from an adult.  |