|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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. |