

Canterbury Brochure Rubric

Each part of each category counts one point.

Student Drafts and Revises Writing

- _____ Focused
- _____ Purposeful
- _____ Organized
- _____ Utilizes Transitions (minimum of four)

Student Produces Final Edited Brochure

- _____ Spelling
- _____ Punctuation
- _____ Capitalization
- _____ Sentence Formation

Student Writes Fluently for Audience/Occasion

- _____ Style
- _____ Tone
- _____ Detail
- _____ Organization

Suggested Scale for Summative Assessment

- 9-12 A
- 8-11 B
- 7-10 C

Note: This rubric can be used as a formative assessment in peer groups and/or the teacher can use it as a formative assessment. Students who do not earn a minimum score of a 7 will have the opportunity to redo their brochures after feedback.

