

Criteria:

- Your brochure must include details regarding:
 - The importance of preserving tortoise habitats, why are tortoises disappearing from the landscape, threats facing tortoises today.
 - You must include suggestions on how the community is and can help re-establish the tortoise population and tell why and how your suggestion will help.
- You must also include graphic images that support and complement the text of your brochure, as well as a design that is pleasing to the eye.
 - Images are relevant to topic and support text. There are neither too few or too many images that may distract the reader.
 - The design of the brochure is attractive and incorporates thoughtful creativity, i.e. use of attractive fonts and colors.
- Your brochure must follow formal conventions in spelling and grammar
- Your brochure must be well organized, reflects consideration of placement, and forethought.

Tortoise Brochure Criteria Rubric

	1	2	3	4
Organization	The brochure's format and organization of material are confusing to the reader.	The brochure has some organized information, little consideration to detail or formatting.	The brochure has appropriate formatting and well- organized information.	The brochure has excellent formatting and has very well organized information.
Content	Brochure information does not represent all required areas, has several inaccuracies, and/or does not come close to meeting the minimum criteria or intended audience.	Brochure information represents all required areas but information in some of the areas is inadequate or ineffective.	Brochure information covers all relevant and required areas well and to the intended audience.	Brochure information covers all required areas and clearly shows extra effort to learn and include more than was required.
Conventions	Mostly incomplete sentences. Capitalization and punctuation errors throughout. Distracts reader.	Some of the writing is done in complete sentences. Some errors in capitalization and punctuation throughout the brochure. May distract reader.	Most of the writing is done in complete sentences. Most of the capitalization and punctuation are correct throughout the brochure.	Complete sentences throughout. Capitalization and punctuation are correct throughout the brochure.
Graphics and Design	There are no graphics, or he graphics do not go with the accompanying text. Graphics appear to be randomly chosen. No attention paid to design elements.	The graphics go well with the text, but there are too few. Little attention paid to design elements.	The graphics go well with the text, but there are so many that they may distract from the text. Design of brochure is attractive.	Brochure makes excellent use of graphics and uses attractive fonts and colors in the design. Clearly exceeds all minimum criteria.