

Pollution Matters Brochure Rubric

TASK: Persuasive Writing Against Pollution

Task	4	3	2	1
Content Accuracy	All 6 facts in the brochure are accurate.	4-5 of the facts in the brochure are accurate.	2-3 of the facts in the brochure are accurate.	Fewer than 2 of the facts in the brochure are accurate.
Use all vocabulary words for pollution: compost, biodegradable, recycle, reuse, reduce, non biodegradable, littering, pollution, exhaust, aerosol, paper, plastic, aluminum, Ozone Layer	The author correctly used all vocabulary words and defined words unfamiliar to the reader.	The author correctly used at least 10 vocabulary words and defined words unfamiliar to the reader.	The author used at least 6 vocabulary words, but used 1-2 words incorrectly.	The author did not incorporate any vocabulary related to content area or vocabulary is used incorrectly throughout the brochure.
Attractiveness and Organization	The brochure was well produced including attractive formatting and well-organized information throughout.	The brochure was mostly well produced including attractive formatting and well-organized information throughout.	The brochure was somewhat produced including attractive formatting and well-organized information throughout.	The brochure was incomplete and minimal effort was put into producing it.
Sources Cited	Careful and accurate records were kept to document the source of all of the facts and graphics in the brochure.	Careful and accurate records were kept to document the source of most of the facts and graphics in the brochure.	Careful and accurate records were kept to document the source of some of the facts and graphics in the brochure.	Sources were not documented accurately or are not kept on many facts and graphics.

Total Score: _____