

Rubric for Business Card Book Reports

Appropriate tagline, product or service, and/or other details	All information on the card is related to the character or author and the connections are easy to understand.	All information on the card is related to the character or author and most connections are easy to understand.	All information on the card is related to the character or author but the connections are less obvious.	Information does not relate to the character or author. There seems to be no connection.	
Size and style of text and images	Text is easy to read and the style of the font and layout is quite creative. It matches the character or author well.	Text is easy to read and the style of the font and layout is good. It matches the character or author.	Text is slightly harder to read in places on the card. The style of the font and layout are acceptable.	The text is too small and/or the style of the font and layout do not match the character or author.	
Relates images, colors, and graphics to character or author	Graphic elements are related to the character or author, are thoughtfully cropped, are of high quality, and enhance reader interest or understanding.	Graphic elements are related to the character or author, are of good quality, and enhance reader interest or understanding.	Graphic elements are related to the character or author, and are of good quality.	Graphic elements seem randomly chosen, are of low quality, OR distract the reader.	
Spelling, punctuation, and grammar	There are no spelling, punctuation, or grammar errors.	There are 1-3 spelling, punctuation, or grammar errors.	There are 4-5 spelling, punctuation, and grammar errors.	There are more than 5 spelling, punctuation, and grammar errors.	