

Sentence Fragment Brochure Rubric

	<i>Exceeds objective</i>	<i>Meets objective</i>	<i>Does not meet objective</i>	<i>Category Comments</i>
Title	Title is catchy and memorable.	Title tells what the brochure will contain.	Title is misleading or nonexistent.	
Advice and information for writers	Writers give sound and accurate advice for using fragments based on the Creating Sentence Fragment Rules handout.	Writers give accurate advice based on rules discussed in class.	Writers give unsound or inaccurate advice for writing effective sentence fragments.	
Examples	Writers use plentiful examples with explanations to show effective fragment use.	Writers use sufficient examples to show effective fragment use.	Writers supply meager examples to show effective fragment use.	
Organization	Brochure includes several relevant sections for understanding and using sentence fragments effectively.	Brochure includes sections or categories for understanding sentence fragments.	Brochure is organized poorly or incoherently.	
Voice	Writers' purpose is clear and directed toward a specific audience. Writers appear knowledgeable and/or experienced with the topic.	Writers' purpose is evident and an audience is implied. Writers show a beginner's level of knowledge and/or experience with the topic.	Writers' purpose and audience are unclear or unspecified. Writers show limited knowledge and/or experience with the topic.	
Layout/Artwork	Layout of brochure is eye-catching and organized. Information is easy to find. Artwork accents the information provided.	Layout of brochure is functional and attractive. Information is present. Artwork is relevant to the information provided.	Layout of brochure is disorganized. Information is hard to find. Artwork is absent or extraneous to information provided.	
Mechanics, Spelling and Grammar Usage	Writing contains no mechanical, spelling, or usage errors.	Writing contains some mechanical, spelling, or usage errors, but none that interfere with understanding.	Writing contains obvious mechanical, spelling, or usage errors, some of which may interfere with understanding.	
Overall Comments				