|  |  |  |  |
| --- | --- | --- | --- |
|  | Excellent | Satisfactory | Incomplete |
| **Content** | All five themes of geography are described in great detail. | All five themes of geography are described but some are lacking details. | Not all 5 themes of geography are described and there are very few details. |
| **Descriptive writing** | All information is presented in a very descriptive way with many details that paint a picture for the reader. | Some information is presented in a descriptive way. There are some details. | The information is not presented in a descriptive way. There are few details. |
| **Presentation** | The brochure is well organized, neat and attractive. There are many eye-catching visuals. It looks like the student took great pride in it. | The brochure is neat and attractive. There are some visuals. It looks like the student took some pride in it. | The brochure is not is well organized, neat or attractive. It looks like the student just wanted to get it done and didn't care what it looked like. |

Travel Brochure Scoring Rubric

|  |  |  |  |
| --- | --- | --- | --- |
|  | Excellent | Satisfactory | Incomplete |
| **Content** | All five themes of geography are described in great detail. | All five themes of geography are described but some are lacking details. | Not all 5 themes of geography are described and there are very few details. |
| **Persuasive writing** | All information is presented in a way that persuades the reader to visit Tai Shan. | Some information is presented in a way that persuades the reader to visit Tai Shan. | None of the information is presented in a way that persuades the reader to visit Tai Shan. |
| **Presentation** | The brochure is well organized, neat and attractive. There are many eye-catching visuals. It looks like the student took great pride in it. | The brochure is neat and attractive. There are some visuals. It looks like the student took some pride in it. | The brochure is not is well organized, neat or attractive. It looks like the student just wanted to get it done and didn't care what it looked like. |