

## Brochure Rubric

Scale & Criteria	4	3	2	1
Chisholm Trail information includes: Beginning, end, and one stop along the trail.	Information about the trail is complete. The Beginning, one major stop, and end of trail are described. Interesting facts are also included about the trail.	Information about the trail is complete. The Beginning, one major stop, and end of trail are described.	Information about the trail is not complete. One of the major parts is omitted.	Information about the trail is not complete. Two or more of the major parts are omitted.
Great Western Trail information includes: Beginning, end, one stop along the trail	Information about the trail is complete. The Beginning, one major stop, and end of trail are described. Interesting facts are also included about the trail.	Information about the trail is complete. he Beginning, one major stop, and end of trail are described.	Information about the trail is not complete. One of the major parts is omitted.	Information about the trail is not complete. Two or more of the major parts are omitted.
Black Cowboy guide biography	Biographical information includes how he became a cowboy and job description. Information about travel conditions (food, sleep, life on the trail) also included.	Biographical information is complete but information about travel conditions are not complete.	Biographical information is complete but no information about travel conditions are included.	Biographical and travel information are incomplete.
Organization and appeal	Each section in the brochure has a clear beginning, middle, and end.	Almost all sections of the brochure have a clear beginning, middle and end.	Most sections of the brochure have a clear beginning, middle and end.	Less than half of the sections of the brochure have a clear beginning, middle and end.
Mechanics, Spelling, and Grammar checked	There are no mechanics, spelling, or grammatical errors in the brochure.	There are one or two minor errors in mechanics, spelling or grammar in the brochure.	There are three to four errors in mechanics, spelling, or grammar in the brochure.	There are several errors in mechanics, spelling or grammar in the brochure.