

Insects: Brochure Rubric

CATEGORY	4	3	2	1
Basic Anatomy Content— What is the basic structure?	Brochure includes a detailed profile of basic anatomy using scientific terms.	Brochure includes a profile of basic anatomy using scientific terms.	Brochure includes some basic anatomy or uses very few scientific terms.	Brochure does not include a basic anatomy or does not use scientific terms.
Life Cycle Content— What does the complete life cycle look like?	Brochure provides a detailed synopsis of the life cycle of the insects.	Brochure provides a synopsis of the life cycle of the insects.	Brochure provides part of the life cycle of the insects.	Brochure does not include the life cycle of the insects, or the life cycle synopsis is confusing.
Habitat Content— Where do the insects live?	Brochure describes in detail the habitat of an insect of the order, a local species if possible.	Brochure describes the habitat of an insect of the order.	Brochure describes parts of the habitat of an insect of the order, but key information is missing.	Brochure does not contain habitat information of an insect of the order, or the habitat description is confusing.
Adaptation and Defenses Content— What are the adaptive and defensive features and strategies?	Brochure thoroughly explains the adaptive and defensive features and strategies used by the insects.	Brochure explains some of the adaptive and defensive features and strategies used by the insects.	Brochure explains some adaptive or defensive features and strategies used by the insects but not both. Key information is missing.	Brochure does not contain adaptation and defensive features and strategies used by the insects, or explanations are confusing.
Food Chain Content— Where do the insects exist in the food chain or web, and what is their role in the environment?	Brochure thoroughly explains where the insects exist in the food chain and what their role is in the environment. It includes what they eat, what eats them, and what happens to their waste and dead bodies.	Brochure explains where the insects exist in the food chain and what their role is in the environment, but leaves out some details.	Brochure explains where the insects exist in the food chain or what their role is in the environment, but not both.	Brochure does not contain food chain or environmental role information, or the explanations are confusing.
Extremes Content— How are the insects different?	Brochure describes extremes of the insects from the selected order in detail, including the biggest/smallest, fastest/slowest, rarest/most common, and additional examples.	Brochure describes some of the extremes of the insects from the selected order.	Brochure describes insects from the selected order but does not include extremes.	Brochure descriptions are confusing and do not include extremes.

<p>Local Species Content— Are insects in the selected order located in our area?</p>	<p>Brochure provides numerous examples of species that are located in the local area using correct terminology.</p>	<p>Brochure provides some examples of species that are located in the local area and uses correct terminology.</p>	<p>Brochure provides some examples of species that are located in the local area but does not use correct terminology.</p>	<p>Brochure does not provide examples of species in the local area.</p>
<p>Harmful or Helpful Content—How is the selected order harmful or beneficial to humans?</p>	<p>Brochure describes in detail the ways in which the selected order is harmful or beneficial to humans from the perspective of the selected professional field.</p>	<p>Brochure describes the ways in which the selected order is harmful or beneficial to humans from the perspective of the selected professional field.</p>	<p>Brochure describes the ways in which the selected order is harmful or beneficial to humans, but it is not from the perspective of the selected professional field.</p>	<p>Brochure does not explain the ways in which the selected order is harmful or beneficial to humans.</p>
<p>Writing—Communication</p>	<p>The content matches the goals of the project and is delivered in an effective manner.</p>	<p>Most of the content matches the goals of the project and is delivered in an effective manner.</p>	<p>Some of the content matches the goals of the project although the delivery of the material is weak.</p>	<p>Content does not match the goals of the project and is delivered in an ineffective manner.</p>
<p>Writing—Conventions and Spelling</p>	<p>Writing conventions and spelling are correct throughout the brochure.</p>	<p>The brochure shows minor errors that do not interfere with the meaning.</p>	<p>The brochure contains capitalization or punctuation errors, even after adult feedback.</p>	<p>The brochure contains many capitalization and punctuation errors, even after adult feedback.</p>
<p>Appeal and Organization</p>	<p>Graphics and layout support the content and help deliver the desired message.</p>	<p>Graphics and layout generally support the content and help deliver the desired message.</p>	<p>Graphics and layout partially support the content and help deliver the desired message.</p>	<p>Graphics and layout fail to support the content and do not help deliver the desired message.</p>