**Rubric: Product Brochure**

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| --- | --- | --- | --- |
|  | **10** | **5** | **0** |
| **Content** | All relevant information (product description, handling/storage, installation) was included. | Most relevant information was included. | No relevant information was included. |
| **Accuracy** | Content was completely accurate and reflected understanding of research. | Content was mostly accurate, reflecting some understanding of research. | Content was inaccurate and reflected no understanding of research. |
| **Readability** | Layout balanced text and graphics, was easy to follow, and was consistent. | Layout was a little difficult to follow; layout had an imbalance of text and graphics, was inconsistent, etc. | Layout was impossible to follow; no discernible concept was displayed. |
| **Conventions** | Writing followed standard English conventions of grammar, punctuation, and spelling. | Writing had a few mistakes in grammar, punctuation, and/or spelling. | Writing had many mistakes in grammar, punctuation, and/or spelling. |

**Total: \_\_\_\_\_/40**