

# Cell Brochure Grading Rubric

1 point

2 points

3 points

4 points

5 points

	Work is extremely weak.	Work is not as good as it should be and weak.	Work is good	Work is excellent	Work is Eloquent or exceptional																														
<p>1. The proper format is followed. Check off all that apply</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"></td> <td style="width: 10%; text-align: center;">Included</td> <td style="width: 10%; text-align: center;">Not included</td> </tr> <tr> <td>1. Company Name (front panel)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>2. Opening Statement (e.g. Welcome to )</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>3. floor plan</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>4. Areas of interest designated on floor plan. (can be numbered)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>5. A separate description of each area of interest on floor plan.</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>6. A number for the description that matches the one on the floor plan.</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>7. Each factory area in description has analogy that relates back to the cell.</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>8. A company address and phone number.</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="text-align: center;">Total checks</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>		Included	Not included	1. Company Name (front panel)	<input type="checkbox"/>	<input type="checkbox"/>	2. Opening Statement (e.g. Welcome to )	<input type="checkbox"/>	<input type="checkbox"/>	3. floor plan	<input type="checkbox"/>	<input type="checkbox"/>	4. Areas of interest designated on floor plan. (can be numbered)	<input type="checkbox"/>	<input type="checkbox"/>	5. A separate description of each area of interest on floor plan.	<input type="checkbox"/>	<input type="checkbox"/>	6. A number for the description that matches the one on the floor plan.	<input type="checkbox"/>	<input type="checkbox"/>	7. Each factory area in description has analogy that relates back to the cell.	<input type="checkbox"/>	<input type="checkbox"/>	8. A company address and phone number.	<input type="checkbox"/>	<input type="checkbox"/>	Total checks	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Less than 5 of the 8 requirements</b></p> <p style="text-align: right;"><input type="checkbox"/></p>	<p><b>5 -6 of the 8 requirements</b></p> <p style="text-align: right;"><input type="checkbox"/></p>	<p><b>7 of the 8 requirements</b></p> <p style="text-align: right;"><input type="checkbox"/></p>	<p><b>All of the 8 requirements</b></p> <p style="text-align: right;"><input type="checkbox"/></p>	<p><b>More than the 8 requirements</b></p> <p style="text-align: right;"><input type="checkbox"/></p>
	Included	Not included																																	
1. Company Name (front panel)	<input type="checkbox"/>	<input type="checkbox"/>																																	
2. Opening Statement (e.g. Welcome to )	<input type="checkbox"/>	<input type="checkbox"/>																																	
3. floor plan	<input type="checkbox"/>	<input type="checkbox"/>																																	
4. Areas of interest designated on floor plan. (can be numbered)	<input type="checkbox"/>	<input type="checkbox"/>																																	
5. A separate description of each area of interest on floor plan.	<input type="checkbox"/>	<input type="checkbox"/>																																	
6. A number for the description that matches the one on the floor plan.	<input type="checkbox"/>	<input type="checkbox"/>																																	
7. Each factory area in description has analogy that relates back to the cell.	<input type="checkbox"/>	<input type="checkbox"/>																																	
8. A company address and phone number.	<input type="checkbox"/>	<input type="checkbox"/>																																	
Total checks	<input type="checkbox"/>	<input type="checkbox"/>																																	
2. Written work is accurate information. (correct analogies used)	Write up of less than 5 analogies <input type="checkbox"/>	Write up of 5-8 analogies <input type="checkbox"/>	Write up of 9-10 analogies <input type="checkbox"/>	Write up of 11 analogies <input type="checkbox"/>	A more detailed write up of the 11 analogies <input type="checkbox"/>																														
3. Work is creative and interesting and Original thinking is clearly evident.	No creativity or interesting <input type="checkbox"/>	some creativity or interesting <input type="checkbox"/>	creative and interesting <input type="checkbox"/>	very creative and interesting <input type="checkbox"/>	uniquely creative and interesting <input type="checkbox"/>																														
4. Diagrams, pictures, and other graphics are of quality and add to the overall effectiveness of the booklet or pamphlet.	None <input type="checkbox"/>	few and hard to follow <input type="checkbox"/>	enough to get around <input type="checkbox"/>	detailed diagrams <input type="checkbox"/>	elaborately detailed <input type="checkbox"/>																														
5. The work communicates well with the intended audience. (e.g., tour guide)	Had no idea this was a tour guide <input type="checkbox"/>	Had no idea what the factory does <input type="checkbox"/>	Knew this was a tour guide for a certain factory <input type="checkbox"/>	Same as #3 and had more info about the factory <input type="checkbox"/>	Same as #3 & #4 and a lot of extra detail. <input type="checkbox"/>																														
<b>Totals</b>																																			