

Publisher Scoring Rubric

Student Name: _____ Teacher Name: _____

CATEGORY	A- to A+ (90%-100%) E	B- to B+ (80%-89%) M	C- to C+ (70%-79%) M/CM	D- to F (60%-below) CM/N
Attractiveness/Layout & Organization	The newsletter has exceptionally attractive and creative formatting. All information is well-organized. The layout is very reader friendly.	The newsletter has attractive formatting and well-organized information. The layout is good.	The newsletter has well-organized information, but is lacking in creativity. The layout is has many blank spaces, or objects are too close to each other.	The newsletter's formatting and organization of material are confusing to the reader. The layout is sloppy. Objects may be overlapping, or bumping into each other.
Content as it Connects to the Research Project	The content shows an exceptional connection between students' research and content studied.	The content shows a good connection between students' research and class content studied.	The connection between content and class information studied is shaky, and lacking in understanding.	There seems to be no connection between content researched and studied.
Graphics & Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many graphics that they distract from the text.	Graphics go well with the text, but there are too few graphics and the newsletter seems "text-heavy."	Graphics do not go with the accompanying text, or appear to be randomly chosen.
Text Boxes	Text boxes flow well. There is "continue on next page" formatting added. Text boxes have columns added. Went beyond a basic template.	Text boxes flow well. All the content fits within the text boxes. Author stuck to the template. There is "continue on next page" formatting added.	Text boxes are not formatted. Some text is not shown. Boxes do not flow well, and not many columns are used. Stayed with a template only.	Text boxes are not formatted. All text does not fit into the boxes. No columns are added.
Formatting Fonts/Color/Design	Newsletter shows full control of formatting tools. Fonts, design and colors show a high level of formatting skills.	Newsletter shows an understanding of most formatting. Fonts, design and colors show a basic understanding of formatting.	Newsletter shows a lack of understanding of formatting tools. Fonts, design and colors are simple, and templated.	Newsletter sticks to template design and formatting only.
Requirements & Citations	All requirements are met and exceeded. Correct Citations APA	All requirements are met. Correct Citations APA	One requirement was not completely met. Incorrect Citations	More than one requirement was not completely met No Citations present
Mechanics	No misspellings or grammatical errors. The author used the built in spell/grammar checker.	Three or fewer misspellings and/or mechanical errors.	Four misspellings and/or grammatical errors.	More than 4 errors in spelling or grammar.

Grade: _____

Comments: