**Investment Models – Investment Strategy Brochure Assignment #3**

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| Category | 20 | 10 | 8 | 1 |
| Attractiveness and Organization | The brochure has exceptionally attractive formatting and well-organized information | The brochure has attractive formatting and well-organized information | The brochure has well-organized information | The brochure’s formatting and organization of material are confusing to the reader |
| Knowledge Gained | Student demonstrates exceptional knowledge of the topic in this brochure | Student demonstrates adequate knowledge of the topic in the brochure | Student demonstrates knowledge of investment strategies | Student has very little knowledge, if any, of topic |
| Writing Mechanics | Capitalization and punctuation are correct throughout the brochure | Capitalization and punctuation are correct the brochure after feedback from an adult | There are 1-2 capitalization and/or punctuation errors in the brochure even after feedback from an adult | There are several capitalization or punctuation errors in the brochure even after feedback from an adult |
| Content Accuracy | All facts in the brochure are accurate | 99-90% of the facts in the brochure are accurate | 89-80% of the facts in the brochure are accurate | Fewer than 8-% of the facts in the brochure are accurate |
| 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 that they distract from the text | Graphics go well with the text, but there are too many and the brochure seems “text heavy” | Graphics do not go with the accompanying text or appear to be randomly chosen |