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| Criteria | Exceeding 4 | Meeting 3 | Approaching 2 | Not Yet Meeting 1 |
| 1. All 4 questions were answered completely  | Each question is answered completely and is insightful. Examples are given and writing is supported by data. | Questions are answered well with some insight. Examples are present for most of the question and may include data. | Questions are mostly answered at a basic level. May need more examples to support ideas and data. | Questions are not completely answered or may be partially complete. Examples or data are not provided to support ideas. |
| 2. 1-2 Images to support each question | All images are hand drawn with excellent effort. Images support the information provided. | Majority of images are hand drawn with good effort. Images largely support the information provided. | 50% of images are hand drawn with good effort and may support the information provided. | Minimum amount of images may not be present. Some images may be hand drawn with limited effort. |
| 3. Eye Catching Title Page | Excellent effort shown and title of pamphlet is eye catching and has the wow factor. | Good effort shown and the title of the pamphlet is eye catching. | Some effort shown on the title page. Title page may be lacking some eye catching qualities. | Effort is lacking on title page, may be messy or hard to read. Is lacking in eye catching qualities. |
| 4. Effort/ Good Copy Quality | Excellent effort shown. Pamphlet is neat, no scribbling, pencil is carefully erased etc. Student goes above and beyond on presentation. | Good effort shown. Pamphlet is neat, no scribbling, pencil is carefully erased etc. Student spent time on the presentation aspect. | Some effort shown. Pamphlet may need improvement on neatness, may have scribbling. Lack of attention to detail at times. | Lacking effort on presentation. Pamphlet may need much improvement on neatness, may have scribbling. May not be complete. |
| 5. Works Cited Page | Works cited is correctly done and lists all resources used. | Works cited is done correctly, has most of resources used listed  | Works cited is partially done and is mostly correct. | Works cited is either missing completed or not done correctly. |
| 6. Effective Pamphlet with accurate information | All information provided is well researched and accurate. | Majority of information provided is researched and largely accurate. | Some of the information provided is researched and somewhat accurate. | Information may not be researched. Accuracy needs some improvement. |