***The Great Gatsby* Brochure Rubric**

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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|  | **4** | **3** | **2** | **1** |
| **Brochure: Neatness and Creativity** | Brochure is extremely neat. It is well planned and reflects strong effort and creative thought. Makes use of all whites space.  | Brochure is neat. It is well planned and reflects effort and creative thought. Makes use of most white space. | Brochure is generally neat, but some aspects reflect poor planning and a lack of creativity. All white space is not used. | Brochure is messy and reflects poor planning and creativity.  |
| **Content-Characterization** | Image, description, and analysis of characters are extremely thoughtful and well-developed.  | Image, description, and analysis of characters are thoughtful and well-developed. | Some components of the image, description, and/or analysis of each character are adequate, but others may be limited.  | Components of the image, description, and/or analysis of each character are limited. |
| **Content-Symbols and Motifs**  | Image, description, and analysis of symbols/motifs are extremely thoughtful and well-developed. | Image, description, and analysis of symbols/motifs are thoughtful and well-developed. | Some components of the image, description, and/or analysis of each symbol/motif are adequate, but others may be limited. | Components of the image, description, and/or analysis of each symbol/motif are limited. |
| **Content- Theme** | Thematic statement is extremely thoughtful and well-developed. | Thematic statement is thoughtful and well-developed. | Thematic statement is somewhat limited.  | Thematic statement is extremely limited.  |