

	3 Points	2 Points	1 Points	0 Points
Information gives historical details	2-3 sentences of detail	1 sentence of detail	No details, an historic event is mentioned	Nothing about history is mentioned
Illustration of historical detail		Illustration Reflects detailed information		No illustrations
Information gives details about industries	2-3 sentences of detail	1 sentence of detail	No details, an industry is mentioned	Nothing about Industry is mentioned
Illustration of industries		Illustration Reflects detailed information		No illustrations
Information gives details about tourism or places to visit	2-3 sentences of detail	1 sentence of detail	No details, a place to visit is mentioned	Nothing about a place to visit is mentioned
Illustration of places to visit		Illustration Reflects detailed information		No illustrations
Five persuasive facts detail what your state has to offer	5 excellent details provide info	3-4 excellent details	1-2 excellent details	No details provided
State slogan can be official or made up		A slogan is present		No slogan present
Map, flag or seal of the state is included		Map, flag, or seal is present		No map, flag or seal present
Overall quality of the brochure is neat and colorful		Overall quality is neat and colorful	Overall quality is neat OR colorful	Overall quality is neither neat nor colorful