

## Newspaper Rubric

CATEGORY	10 Points	8 Points	6 Points	3 Points
<b>Layout: Headlines &amp; Captions</b>	All articles have headlines that capture the reader's attention and accurately describe the content. All graphics have captions that adequately describe the people and action in the graphic.	All articles have headlines that accurately describe the content. All graphics have captions.	Most articles have headlines that accurately describe the content. Most graphics have captions.	Articles are missing lines OR many articles do not have adequate headlines OR many graphics do not have captions.
<b>Articles: Purpose</b>	90-100% of the articles establish a clear purpose in the lead paragraph and demonstrate a clear understanding of the topic.	85-89% of the articles establish a clear purpose in the lead paragraph and demonstrate a clear understanding of the topic.	75-84% of the articles establish a clear purpose in the lead paragraph and demonstrate a clear understanding of the topic.	Less than 75% of the articles establish a clear purpose in the lead paragraph and demonstrate a clear understanding of the topic.
<b>Articles: Supporting Details</b>	The details in the articles are clear, effective, and vivid 90-100% of the time.	The details in the articles are clear and pertinent 80-89% of the time.	The details in the articles are clear and pertinent 70-79% of the time.	The details in more than 50% of the articles are neither clear nor pertinent.
<b>Graphics</b>	All graphics are in focus, are well-cropped and are clearly related to the articles they accompany.	Most graphics are in focus and are clearly related to the articles they accompany.	Some of the graphics are clearly related to the articles they accompany.	More than 50% of the graphics are not clearly related to the articles OR no graphics were used.
<b>Advertising</b>	Utilizes 3 ads having graphics, relevant pricing, accurate product description. Has accurate contact information.	Utilizes 2 ads having graphics, fair product description and contact information.	Uses 2 ads with variable information. Needs work on quality and has no graphics.	Poor ad quality with little or no descriptive data.