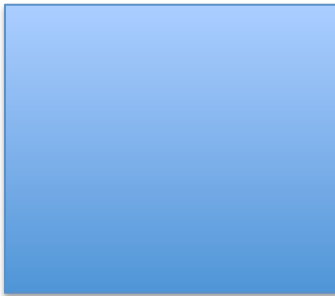


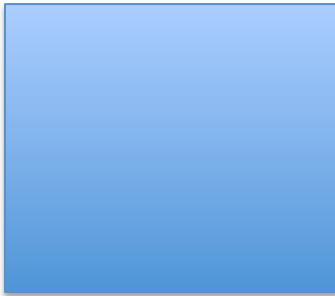
## Making A Brochure : Using a Dichotomous Key

CATEGORY	10	8	7	6
<b>Attractiveness &amp; Organization</b>	The key has exceptionally attractive formatting and well-organized information.	The key has attractive formatting and well-organized information.	The key has well-organized information.	The key's formatting and organization of material are confusing to the reader.
<b>Content - Accuracy</b>	All facts in the key are accurate.	99-90% of the facts in the key are accurate.	89-80% of the facts in the key are accurate.	Fewer than 80% of the facts in the key are accurate.
<b>Knowledge Gained</b>	All students in the group can accurately identify any plant related to facts in the key.	90-70% of the students in the group can accurately identify any plant related to facts in the key.	69-50% of the students in the group can accurately identify any plant related to facts in the key.	Less 25% students in the group can accurately identify any plant related to facts in the key.
<b>Graphics/Pictures</b>	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 few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.

Names: \_\_\_\_\_

<i>Categories</i>	<i>Score</i>	<b>Total Score</b>
Attractiveness		
Accuracy		
Knowledge gained		
Graphics and Pictures		

Names: \_\_\_\_\_

<i>Categories</i>	<i>Score</i>	<b>Total Score</b>
Attractiveness		
Accuracy		
Knowledge gained		
Graphics and Pictures		