

### Rubric for Prenatal Care Brochure

**Task Description:** You will develop a brochure that could be distributed in doctors' offices, hospitals, and other places where pregnant women might pick them up. You will describe at least five teratogens that should be avoided during pregnancy. The brochure should describe about what they are, where they are found, why they might be harmful, and how to avoid them. The brochure should include illustrations.

Criteria	weight	Professional	Adequate	Needs Work	Unsatisfactory
<b>Content</b>	50%	<input type="checkbox"/> Demonstrates in depth understanding of topic <input type="checkbox"/> Accurately utilizes researched information in the brochure	<input type="checkbox"/> Demonstrates understanding of the topic <input type="checkbox"/> Employs research information with an adequate degree of accuracy	<input type="checkbox"/> Demonstrates little understanding of topic <input type="checkbox"/> Employs research information with a fair degree of accuracy	<input type="checkbox"/> Lacks understanding of topic <input type="checkbox"/> Reports only the most basic parts of the information
<b>Written Presentation</b>	20%	<input type="checkbox"/> Well organized content <input type="checkbox"/> Attractive and well designed format <input type="checkbox"/> Clear and easily understood message <input type="checkbox"/> Computer generated with strong visual appeal	<input type="checkbox"/> Content is organized <input type="checkbox"/> Format is adequate <input type="checkbox"/> Message is sufficiently understood <input type="checkbox"/> Computer generated with acceptable eye appeal	<input type="checkbox"/> Content lacks organization <input type="checkbox"/> Format is difficult to follow and poorly organized <input type="checkbox"/> Message not clearly understood <input type="checkbox"/> Computer generated but poorly designed	<input type="checkbox"/> Unorganized content <input type="checkbox"/> Hard to follow <input type="checkbox"/> Message difficult to understand; tendency to wander or ramble <input type="checkbox"/> Handwritten or computer generated with little organization or skill
<b>Research Quality</b>	15%	<input type="checkbox"/> Five sources used <input type="checkbox"/> Use of reliable sources <input type="checkbox"/> Accurate analysis of research	<input type="checkbox"/> Three sources used <input type="checkbox"/> Sources have some reliability <input type="checkbox"/> Adequate analysis of research	<input type="checkbox"/> Two sources used <input type="checkbox"/> Questionable reliability of sources <input type="checkbox"/> Basic information with questionable accuracy	<input type="checkbox"/> Less than two sources used <input type="checkbox"/> Little reliability of sources <input type="checkbox"/> Inaccurate information
<b>Visual Appeal</b>	15%	<input type="checkbox"/> Imaginative; original <input type="checkbox"/> Use of graphics make the message "come alive"	<input type="checkbox"/> Creativity is acceptable <input type="checkbox"/> Use of graphics adequate to present message	<input type="checkbox"/> Little creativity used <input type="checkbox"/> Poor selection of graphics	<input type="checkbox"/> No originality <input type="checkbox"/> Graphics do not tie in with the message

Assignment Score \_\_\_\_\_ + Beyond/Bonus \_\_\_\_\_ = Final Score \_\_\_\_\_