Rubric for Child Guidance Booklet

Task Description: Your team has been hired by a state agency to develop a booklet for parents on specific ways to discipline children based on age:

- 0-3 months
- 3-6 months
- 6-12 months
- 12-18 months
- 18-36 months
- 3-5 years
- 5 years to school age

<table>
<thead>
<tr>
<th>Criteria</th>
<th>weight</th>
<th>Professional</th>
<th>Adequate</th>
<th>Needs Work</th>
<th>Unsatisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>50%</td>
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<tr>
<td>Written Presentation</td>
<td>20%</td>
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<tr>
<td>Research Quality</td>
<td>15%</td>
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<tr>
<td>Visual Appeal</td>
<td>15%</td>
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</table>

**Content**
- Demonstrates in depth understanding of topic
- Accurately utilizes researched information in the brochure
- Demonstrates adequate degree of accuracy
- Demonstrates little understanding of topic
- Employs research information with a fair degree of accuracy
- Lacks understanding of topic
- Reports only the most basic parts of the information

**Written Presentation**
- Well organized content
- Attractive and well designed format
- Clear and easily understood message
- Computer generated with strong visual appeal
- Content is organized
- Format is adequate
- Message is sufficiently understood
- Computer generated with acceptable eye appeal
- Content lacks organization
- Format is difficult to follow and poorly organized
- Message not clearly understood
- Computer generated but poorly designed
- Unorganized content
- Hard to follow
- Message difficult to understand; tendency to wander or ramble
- Handwritten or computer generated with little organization or skill

**Research Quality**
- Five sources used
- Use of reliable sources
- Accurate analysis of research
- Two sources used
- Questionable reliability of sources
- Basic information with questionable accuracy
- Less than two sources used
- Little reliability of sources
- Inaccurate information

**Visual Appeal**
- Imaginative; original
- Use of graphics make the message “come alive”
- Creativity is acceptable
- Use of graphics adequate to present message
- Little creativity used
- Poor selection of graphics
- No originality
- Graphics do not tie in with the message

Assignment Score + Beyonder/Bonus = Final Score

Positive Guidance = Positive Children
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