



CRASHING INTO  
**POTENTIAL**

TM

**Rubric**  
**Unit 2**  
**Outcome 1**

World Issue Brochure on  
invisible illness and  
disability

# Unit 2, Outcome 1 – World Issue Brochure

<b>Excelling</b>	Includes a personal response the issue explaining the lack of awareness of invisible diseases and illness	Acknowledges information used from other sources	Incorporates a consistent colour/design theme	Uses paired adjectives	Uses jargon such as abbreviations and buzzwords	Includes a variety of other persuasive language techniques	Adds extra detail into the plan	Reviews meaning and detail in their draft	Provides feedback to peers on their texts	Submits final copy with correct structure and accurate language	Accesses tools to spell unfamiliar words correctly	Uses apostrophes for contractions ( <i>don't</i> ) and possession ( <i>Sam's</i> )	Uses a variety of sentence types
<b>Achieving</b>	Includes their personal point of view on the issue	Writes factual information on the issue in their own words	Includes consistently formatted headings and sub-headings	Uses adjectives throughout the text	Explains the meaning of technical language	Includes expert opinion and/or evidence	Combines notes into a plan	Corrects errors in their draft	Discusses feedback to improve understanding	Submits final copy with identified errors corrected	Utilises familiar words and tools to spell correctly	Uses capital letters for proper nouns	Uses compound/complex sentences
<b>Satisfactory</b>	Includes information on both sides of the issue	Includes factual information on the issue	Includes relevant visuals on each panel	Uses adjectives to describe key nouns	Uses correct technical language	Includes inclusive language	Completes notes from research	Identifies errors in their draft such as spelling, sentence structure, word choice etc.	Sits with teacher during feedback	Submits final copy containing errors identified in the proofing process	Spells key terms correctly	Uses capital letters to begin sentences	Uses simple sentences
<b>Not yet satisfactory</b>	Includes an overview of the issue	Includes information on the issue	Includes a different idea on each panel	Uses nouns	Uses everyday language	Includes strong and/or emotive words	Completes a brainstorm on the issue	Writes a draft	Submits draft for feedback	Submits draft as final copy	Attempts to spell words	Uses full stops to end sentences	Uses long sentences
<b>Criteria</b>	Development of ideas	Information	Layout	Adjectives	Technical language	Persuasive language	Planning	Drafting and proofreading	Feedback	Final copy	Spelling	Mechanics	Grammar
	<b>Brochure structure</b>			<b>Language features</b>			<b>Writing process</b>				<b>Control of language</b>		
				Adjectives = describing words. <i>Black dog</i> Paired adjectives = two adjectives. <i>Big, black dog</i> Technical language = words that are used for specialised things. <i>Equipment used to control a horse = bridle</i> Strong words are words that state the meaning forcefully. <i>Furious instead of angry, thrilled instead of happy.</i> Emotive words make the audience feel a certain emotion and connect to what is said. <i>An innocent bystander was murdered.</i> Inclusive language makes the audience feel like part of the group. <i>We need to fight hard for our children.</i> Expert opinion is the opinion of experts to add weight to an argument. <i>The Prime Minister agrees by saying ...</i> Evidence is citing facts and figures to build your argument. <i>70% of people in Australia believe ...</i>			Brainstorming = writing down everything you can think of about a topic. Plan = organising your ideas so you know what to include on each panel.				Spelling tools = asking someone else, using a dictionary or thesaurus, using word check on a computer. Long sentence = a sentence with too many ideas and no/minimal punctuation in it. <i>This house is too small and our family has lots of people in it so we need more space which this house just doesn't have.</i> Simple sentence = one idea. <i>This house is too small.</i> Compound sentence = joining two ideas. <i>This house is too small because we are a big family so need more space.</i>		