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| Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  You must create a pamphlet that advertises a reason to move west [Mormons, Texas, Gold Rush, Oregon, Missionaries, African Americans]. Your pamphlet should be persuasive, yet show clear knowledge about why that group moved West or why that area drew so many emigrants. \ | | | | |
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| CATEGORY | 4-3 | 3-2 | 2-1 | 1-0 |
| Content - Accuracy | All facts and content include:  1. why we should move west,  2. how can we get there,  3. what life would be like  4. some challenges we may face | Almost all details include: why we should move west, how can we get there, what life would be like and some challenges we may face | Some detail is included on: why we should move west, how can we get there, what life would be like and some challenges we may face | Barely any information on: why we should move west, how can we get there, what life would be like and some challenges we may face |
| Attractiveness & Organization | The brochure has exceptionally attractive formatting and well-organized information. | The brochure has attractive formatting and well-organized information. | The brochure has well-organized information. | The brochure's formatting and organization of material are confusing to the reader. |
| Graphics/ Pictures | At least 3 excellent and relevant graphics are used and go well with the text. | 2-3 graphics go well with the text, but may not be as relevant as they could be. | Graphics go well with the text, but there are too few and the brochure seems "text-heavy". 1-2 pictures used | Graphics do not go with the accompanying text or appear to be randomly chosen or no pictures used |
| Writing - Organization | Each section in the brochure has a clear beginning, middle, and end. It is written mostly in complete sentences that are persuasive. | Almost all sections of the brochure have a clear beginning, middle and end. It is mostly written in complete sentences and is understandable. | Most sections of the brochure have a clear beginning, middle and end. | Less than half of the sections of the brochure have a clear beginning, middle and end. |
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