**Forms of Utility for a Business**

**Independent Practice Activity #1 PowerPoint Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **CATEGORY** | **20** | **15** | **10** | **5** |  |
| **Content** | Covers four types of  utility and is well researched. Subject knowledge appears to be excellent | Includes essential  knowledge about the four types of utility. Subject knowledge appears to be  good. | Includes essential  information about the four types of utility, but there are 1-2 factual errors. | Content is minimal OR  there are several factual errors. |  |
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| **Presentation** | Well-rehearsed with smooth delivery that holds audience attention. | Rehearsed with fairly  smooth delivery that  holds audience attention  most of the time. | Delivery not smooth, but  able to maintain interest  of the audience most of  the time. | Delivery not smooth and audience attention often lost. |  |
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| **Attractiveness** | Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation. | Makes good use of font,  color, graphics, effects,  etc. to enhance to  presentation. | Makes use of font, color,  graphics, effects, etc. but  occasionally these  detract from the  presentation content. | Use of font, color,  graphics, effects etc. but these often distract from the presentation content. |  |
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| **Organization** | Content is well organized using headings or bulleted lists to group related material. | Uses headings or  bulleted lists to organize,  but the overall  organization of topics  appears flawed. | Content is logically  organized for the most  part. | There was no clear or  logical organizational  structure, just lots of  facts. |  |
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| **Originality** | Product shows a large amount of original thought. Ideas are creative and inventive. | Product shows some  original thought. Work  shows new ideas and  insights. | Uses other people's ideas (giving them credit), but there is little evidence of original thinking. | Uses other people's  ideas, but does not give  them credit. |  |
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Total Points \_\_\_\_\_\_

Maximum Score 100 pts.