**Product/Service Inventions for an Aging Population** **Rubric**

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

Total Points \_\_\_\_\_\_

Maximum Score 100 pts.