

## Rubric for Restaurant Shark Tank Project

Students will: <ul style="list-style-type: none"> <li>• brainstorm to create a restaurant concept or product</li> <li>• design a multi-media publication that includes cost estimations</li> <li>• present publication to investors</li> </ul>					
Criteria	weight	Exceptional	Admirable	Marginal	Unacceptable
<b>Content</b>	50%	<input type="checkbox"/> Appropriate details support main idea <input type="checkbox"/> Accurate and detailed information <input type="checkbox"/> Information adequately supports purpose of project	<input type="checkbox"/> Most details support main idea <input type="checkbox"/> Accurate information for almost all subject matter <input type="checkbox"/> Information is mostly adequate and supportive of project's purpose	<input type="checkbox"/> Few details support main idea <input type="checkbox"/> Lacking accurate information <input type="checkbox"/> Inadequate information is not clearly supportive of project's purpose	<input type="checkbox"/> No details to support main idea <input type="checkbox"/> Information is not accurate <input type="checkbox"/> Information does not support the project's purpose
<b>Content</b>	20%	<input type="checkbox"/> Covers topic completely and in depth <input type="checkbox"/> Content is readily understandable <input type="checkbox"/> Media used contributes to understanding of topic	<input type="checkbox"/> Covers topic <input type="checkbox"/> Content is mostly understandable <input type="checkbox"/> Media used mostly contributes to understanding of topic	<input type="checkbox"/> Barely covers topic <input type="checkbox"/> Content is somewhat understandable <input type="checkbox"/> Media used somewhat contributes to understanding of topic	<input type="checkbox"/> Does not adequately cover topic <input type="checkbox"/> Content is confusing <input type="checkbox"/> Media used does not contribute to understanding of topic
<b>Visual Appeal</b>	20%	<input type="checkbox"/> Outstanding use of color, design, and space <input type="checkbox"/> Original and creative design <input type="checkbox"/> Overall design is pleasing and harmonious	<input type="checkbox"/> Adequate use of color, design, and space <input type="checkbox"/> Design is adequate <input type="checkbox"/> Overall design is mostly pleasing and harmonious	<input type="checkbox"/> Inappropriate use of color, design, and space <input type="checkbox"/> Design lacks creativity <input type="checkbox"/> Lack of harmonious design in presentation	<input type="checkbox"/> Little attempt to use color, design and space appropriately <input type="checkbox"/> Design is dull <input type="checkbox"/> Project has sloppy appearance
<b>Mechanics</b>	10%	<input type="checkbox"/> Free of grammatical errors <input type="checkbox"/> Words are legible and pertinent to topic	<input type="checkbox"/> Mostly free of grammatical errors <input type="checkbox"/> Most words are legible and pertinent to topic	<input type="checkbox"/> Frequent grammatical errors <input type="checkbox"/> Presentation is illegible and confusing	<input type="checkbox"/> Too frequent grammatical errors <input type="checkbox"/> Distractive elements make illustration ineffective

Assignment Score \_\_\_\_\_ + Beyond/Bonus \_\_\_\_\_ = Final Score \_\_\_\_\_