Name_____Period_____Date_____

Rubric for Travel and Tourism Business Departments Project

Students will create a multi-media presentation for the chosen business department to include:
- Description
- Duties
- Functions
- Interactions with other departments
- Video depicting department or career

Criteria	weight	Exceptional	Admirable	Marginal	Unacceptable
Content	50%	☐ Appropriate details support main idea ☐ Accurate and detailed information ☐ Information adequately supports purpose of project	☐ Most details support main idea ☐ Accurate information for almost all subject matter ☐ Information is mostly adequate and supportive of project's purpose	☐ Few details support main idea ☐ Lacking accurate information ☐ Inadequate information is not clearly supportive of project's purpose	☐ No details to support main idea ☐ Information is not accurate ☐ Information does not support the project's purpose
Focus	20%	☐ Topic clear and easily identified ☐ Main idea is clearly appropriate to topic ☐ All illustrations complement purpose of project	☐ Topic are mostly clear and easily identified ☐ Main idea is appropriate to topic ☐ Most illustrations complement purpose of project	☐ Topic difficult to identify ☐ Main idea not clearly stated ☐ Few illustrations complement purpose of project	☐ Topic are not clearly identified ☐ No main idea ☐ Illustrations do not complement purpose of project
Visual Appeal	20%	☐ Outstanding use of color, design, and space ☐ Original and creative design ☐ Overall design is pleasing and harmonious	☐ Adequate use of color, design, and space ☐ Design is adequate ☐ Overall design is mostly pleasing and harmonious	☐ Inappropriate use of color, design, and space ☐ Design lacks creativity ☐ Lack of harmonious design in presentation	☐ Little attempt to use color, design and space appropriately ☐ Design is dull ☐ Project has sloppy appearance
Mechanics	10%	☐ Free of grammatical errors ☐ Words are legible and pertinent to topic	☐ Mostly free of grammatical errors ☐ Most words are legible and pertinent to topic	☐ Frequent grammatical errors ☐ Presentation is illegible and confusing	☐ Too frequent grammatical errors ☐ Distractive elements make illustration ineffective

Assignment Score _____ **+** Beyonder/Bonus _____ **=** Final Score _____