Create your own business - RUBRIC

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|  | **Excellent** | **Very Good** | **Good** | **Poor** | **Total** |
| **Content** | 18 points  The content included relates directly to the expectations in the brief. A rich variety of supporting information contributes to the understanding of the projects main idea. | 12 points  Information presented is related to the expectations in the brief. A variety of sources have been used in gathering information and it contributes to the understanding of the projects main idea. | 6 points The content does not present a clearly stated theme, is vague, and some of the supporting information does not seem to fit the main idea or appears as a disconnected series of scenes with no unifying main idea. | 2 points  The content lacks a central theme. Much of the supporting information is irrelevant to the overall message. No sources cited. |  |
| **Advertisement/ marketing campaign** | 8 points  Advertisement/marketing campaign is creative, effective, engaging and persuasive. It appeals to the appropriate target audience and clearly displays the benefits of the product/service. | 6 points  Advertisement/marketing campaign is creative and engaging. It appeals a target audience and displays some benefits of the product/service. | 4 points  Advertisement/marketing campaign is somewhat creative and engaging. It displays some benefits of the product/service. | 2 points  The advertisement/ marketing campaign is brief and non effective. Benefits are not displayed. |  |
| **Presentation and Organisation** | 8 points  Presentation is creative and engaging and the information is well sequenced. All information can be easily understood. | 6 points  Presentation is creative and most of the information is well organised. | 4 points  Presentation is somewhat creative. Organisation and sequence is lacking. | 2 points  Presentation is basic and information is disorganised. |  |
| **Spelling, grammar and punctuation** | 4 points  There are less than 6 spelling, grammar and punctuation errors throughout the presentation. | 3 points  There are less than 8 spelling, grammar and punctuation errors throughout the presentation. | 2 points  There are less than 10 spelling, grammar and punctuation errors throughout the presentation. | 0 points  There are more than 10 spelling, grammar and punctuation errors throughout the presentation. |  |