

Assessment Rubric for Rhino ~ Car Parts

Student _____
 Class _____ Period _____
 Date of Evaluation _____

Quality	Meets Quality Standards	Pts	Meets Minimal Standards	Pts	Does Not Meet the Standard	Pts
Concepts Understood	<ul style="list-style-type: none"> Information is clear and prominent New concepts are present and explained in detail Concepts are used appropriately 	10	<ul style="list-style-type: none"> Concepts are not all present and /or explained Some concepts are used inappropriately 	6	<ul style="list-style-type: none"> Concepts not present or explained Concepts used inappropriately 	2
Product Finished/ Realistic	<ul style="list-style-type: none"> 10-15 Models are complete and realistic Models illustrate concepts thoroughly Effective use of space--enough white space to allow the reader to clearly view the message. Not cluttered or too busy Recognizable logo 	10	<ul style="list-style-type: none"> Some Models appear rushed or incomplete Some concepts modeled carelessly Specific information is provided but it's difficult to read and incomplete Logo appears rushed 	6	<ul style="list-style-type: none"> Models not finished Concepts not modeled Little specific Information is provided Logo Missing 	2
Research and Planning	<ul style="list-style-type: none"> Business plan is complete and persuasive <ul style="list-style-type: none"> Segment of society identified as the Target Market Identify niche in market Car theme explained Research about similar popular accessories included Complete mission statement 	10	<ul style="list-style-type: none"> Business plan appears rushed or incomplete 	6	<ul style="list-style-type: none"> Business plan missing 	
	Total Pts		Total Pts		Total Pts	

Total Points (add all totals) _____