

Assessment Rubric for Rhino ~ Toys

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 ○ Toy theme explained ○ Research about similar popular games 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) _____