

Assessment Rubric for Final Project

| Criteria | Clearly Evident | Mostly Evident | Moderately Evident | Somewhat Evident | Minimally Evident | Not Evident |
|---|-----------------|----------------|--------------------|------------------|-------------------|-------------|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| <p>Meal Requirements</p> <p>The meal should:</p> <ul style="list-style-type: none"> • be "fast food"—able to be prepared in 10 minutes or less • contain healthy foods from each of the five food groups • provide no more than one-third of the daily recommended calories for a 9- to 13-year-old • be cost effective—cost less than \$6 per meal • be tasty and appealing (according to taste-test data) • feature appealing and functional packaging | | | | | | |
| <p>Originality</p> <ul style="list-style-type: none"> • Product shows a large amount of original thought. • Ideas are creative and inventive. | | | | | | |

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| <p>Advertisement Requirements</p> <p>The advertisement should include:</p> <ul style="list-style-type: none"> • an image of your children's meal • a short summary (written or verbal , if video) of how it complies with the USDA's nutritional guidelines • results from your taste tests • the cost of your meal and the time it takes to prepare • how your meal is an improvement over a typical fast food meal for children | | | | | | |
| <p>Organization of Advertisement</p> <ul style="list-style-type: none"> • Content is well organized using headings or bulleted lists to group related material. • (if video) Content is delivered in a clear and easy to follow manner | | | | | | |
| <p>Content of Advertisement</p> <ul style="list-style-type: none"> • Covers topic in-depth with details and examples. • Information is accurate. | | | | | | |

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| <p>Attractiveness of Advertisement</p> <ul style="list-style-type: none"> • Makes excellent use of font, color, graphics, effects, background, etc. to enhance the presentation (in both print and video formats). | | | | | | |
| <p>Conventions</p> <ul style="list-style-type: none"> • Correct grammar, usage, and mechanics (spelling and punctuation) are used consistently throughout. • (if video) Presenter's voice is clear and presentation is polished. | | | | | | |