

Label 2 Rubric

Assessment Title: **Using data to persuade**

Instructions:

2

Displays Data *Pick it up*

BB

	4	3	2	1
Displays Data	Accurately displays data using rank ordering and skillful organization Uses technology to effectively display data that is organized and easy to interpret	Accurately displays data using rank ordering Displays data that is accurate and clear and enhances the selling of the product	Displays data using rank ordering with some errors Displays compiled data, but presentation may be muddled or contain errors	Displays data unclearly or in a confusing way Incomplete data that does little to sell the product

Using Experiments to Persuade

	4	3	2	1
Makes a Persuasive argument	Uses data from experiments for a creative and unique purpose that persuades consumer to buy product	Uses data from experiments to persuade consumers to buy product	Uses experiments to persuade consumer to buy product but is only partially supported by the data	Experiments do not support or persuade consumer to buy product

Label Specifics

	4	3	2	1
Creativity <i>Excellent Logo Design! Wow!!</i>	Slogan, logo, and directions for uses are enhanced by technology or artistic design Creative writing techniques are employed	Label includes a slogan, logo, and complete directions to use product so that it is understandable to consumer	Slogan or logo is weak and does not enhance the selling of the product Directions are incomplete or confusing	Slogan or logo (or both) is missing from the label Directions are not given or too incomplete to follow
Scientific Background of Product	More than five accurate physical and chemical properties are included Scientific vocabulary is used in descriptions of how product is made and in-depth observations of the product	Label includes at least three accurate physical and chemical properties (such as mass, volume, density, etc.) Includes accurate descriptions of how the product was made and general observations of product	Only a few physical and chemical properties are included on label Description of how product was made is incomplete or contains inaccuracies	Properties listed on label are inaccurate or not included Descriptions and observations contain inaccuracies or are missing