

# Trade Show Rubric

Criteria	Below Basic	Basic	Proficient	Advanced
<b>Information</b>	The project is lacking 3-4 required elements.	The project is lacking 1-2 required elements.	The project includes all required elements.	The project includes all required elements and additional
<b>Creativity</b>	Lacks color, or imagination. Not done neatly.	Not very appealing. Limited use of creativity. Not much use of color/shapes/design/pictures. Most of the drawings/writing is not completed with care.	Contains students own writing and ideas. Lots of colors, shapes, and appealing design. Shows the student spent time creating an artistic piece.	Eye catching. Great use of colors, texture, shapes, and imagination. Artwork is neat. Writing is easy to read and is interesting. Shows the student can express ideas through art and/or writing.
<b>Presentation</b>	Student is unable to explain commercial.	Student explains commercial but does not make eye contact and is hard to understand.	Student explains content and makes eye contact.	Student explains content, makes eye contact and keeps audience attention.