**Forms of Utility for a Business**

**Independent Practice Activity #1 PowerPoint Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **CATEGORY** | **20** | **15** | **10** | **5** |  |
| **Content** | Covers four types ofutility and is well researched. Subject knowledge appears to be excellent | Includes essentialknowledge about the four types of utility. Subject knowledge appears to begood. | Includes essentialinformation about the four types of utility, but there are 1-2 factual errors. | Content is minimal ORthere are several factual errors. |  |
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| **Presentation** | Well-rehearsed with smooth delivery that holds audience attention. | Rehearsed with fairlysmooth delivery thatholds audience attentionmost of the time. | Delivery not smooth, butable to maintain interestof the audience most ofthe time. | Delivery not smooth and audience attention often lost. |  |
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| **Attractiveness** | Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation. | Makes good use of font,color, graphics, effects,etc. to enhance topresentation. | Makes use of font, color,graphics, effects, etc. butoccasionally thesedetract from thepresentation content. | Use of font, color,graphics, effects etc. but these often distract from the presentation content. |  |
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| **Organization** | Content is well organized using headings or bulleted lists to group related material. | Uses headings orbulleted lists to organize,but the overallorganization of topicsappears flawed. | Content is logicallyorganized for the mostpart. | There was no clear orlogical organizationalstructure, just lots offacts. |  |
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| **Originality** | Product shows a large amount of original thought. Ideas are creative and inventive. | Product shows someoriginal thought. Workshows new ideas andinsights. | Uses other people's ideas (giving them credit), but there is little evidence of original thinking. | Uses other people'sideas, but does not givethem credit. |  |
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Total Points \_\_\_\_\_\_

Maximum Score 100 pts.