**Assignment #2**

**Business Expansion Decision Rubric**

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

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| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
| **Planning/****Organization** | Student can describethe intent and plan ofcomplete mural andhow his/her part willcontribute to thewhole. Student workswith team to come upwith general plan ofwhat will be donebefore beginning | Student has carefullyplanned his/her part ofthe mural and candescribe how he/shewill get the work doneand a vision for his/herpart. Student gets teaminput on plan forhis/her contributionbefore beginning | Student has plannedhis/her part of themural and can describehow he/she will get thework done and a visionfor his/her part.Student does not solicitmuch group inputswhen making plan | Student leaps intoaction without anyevidence of planning orfocus |
| **Balance and Use of Space** | Use of positive andnegative space createsa feeling appropriate tothe theme. Objects areplaced for best effect.Overall, it just feelsright | Use of positive space isgood and the paintingis relatively balanced,but negative spacecould be utilized betterto create a morecohesive feel | The mural seems tohave a little too muchbackground or seems alittle too busy. Balancehas not been achieved | The mural seemsunfinished (too muchempty space) or thereis not enough balancebetween foregroundand backgroundcausing it to seemmuch too busy andunfocused |
| **Time and Effort** | Class time was usedwisely. Much time andeffort went into theplanning and creationof the mural. It is clearthe students worked athome as well as atschool | Class time was usedwisely, but it did notappear there was muchwork done outside ofclass | Class time was notalways used wisely, butadditional work wasdone at home or othertimes during the day | Class time was not usedwisely and noadditional effort wasput in at other times orplaces |
| **Market Research Steps** | Six market researchsteps thoroughlydefined | Six market researchsteps listed; neededmore definition | Six market researchsteps listed but notdefined | Does not include someof the six marketsresearch steps |
| **Thematic Accuracy** | The theme of theassignment and allsteps of marketresearch is accuratelyplaced on thebackground | The theme of theassignment and mostof the market researchsteps are accuratelyplaced on thebackground | The theme of theassignment is covered | The theme of theassignment is notcovered |

**Total Score \_\_\_\_\_\_\_\_**

**Maximum 100 Points**