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| **RUBRIC TEMPLATE STUDENT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** PROJECT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ EVALUATOR: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_ | | | |
| CRITERIA | UNSATISFACTORY (Below Performance Standards) | PROFICIENT (Minimal Criteria) | ADVANCED (Demonstrates Exceptional Performance) | |
|  | Your presentation does NOT include the following:   * Evidence of mastery of content and persuasive tactics to keep sponsors interested * Involvement of sponsors within the first minute of presentation * Supportive reason on what strengths and qualities make your colony unique and ideal for settlement and sponsorship * Aspects of colony i.e government, natural resources, how your colony contributes to England * Market Analysis presented with how at least 3 colonies compare to your colony * Transitions and effective marketing tactics * Dress in professional manner! | Your presentation includes:   * Evidence of mastery of content and persuasive tactics to keep sponsors interested. * Creative and engaging techniques that involve your sponsors in the first minute of presentation * How much does your land cost and how much can be purchased * Supportive reasons on strengths of colonies and comparing your colony and making connections to atleast three colonies * Videos have been transitioned and sponsors are aware of cues in the video and have been given a synopsis and know how this will affect them persuasively * Dress in professional manner | In addition to meeting the PROFICIENT criteria…   * Audience is engaged, responsive and multiple persuasive tactics used to sway sponsors to invest in you and your colony * Finds a creative or unique way to appeal to their sponsors. * Has a hook or slogan that sparks interest in sponsorship | |
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