|  |
| --- |
| **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
 |
|  | 0 - - - - - - - - - - - 35 - - - - - - - - - - - - - - - - 69 | 70 - - - - - - - - -- - - - 80 - - - - - - - - - - - - - - 89 | 90 - - - - - - - - - - - -95 - - - - - - - - - - - - - - 100 |