

# HyperStudio/Powerpoint Appearance and Content : How Entrepreneurs Control Risk

Teacher Name: **Marketing or Business Teacher**

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

CATEGORY	4	3	2	1
<b>Content</b>	All four of the risk factors are included in the Powerpoint: Avoidance, Reduction, Transfer and Assumption.	3 of the risk factors are included in the presentation.	Only 2 of the risk factors are included in the presentation.	1 or none of the risk factors are included in the presentation.
<b>Background</b>	Background does not detract from text or other graphics. Choice of background is consistent from card to card and is appropriate for the topic.	Background does not detract from text or other graphics. Choice of background is consistent from card to card.	Background does not detract from text or other graphics.	Background makes it difficult to see text or competes with other graphics on the page.
<b>Use of Graphics</b>	All graphics are attractive (size and colors) and support the theme/content of the presentation. Min. of 12 graphics are used	A few graphics are not attractive but all support the theme/content of the presentation. 10-11 graphics are used.	8-9 graphics are used in the Powerpoint.	7 or fewer graphics are used in the presentation
<b>Text - Font Choice &amp; Formatting</b>	Font formats (e.g., color, bold, italic) have been carefully planned to enhance readability and content.	Font formats have been carefully planned to enhance readability.	Font formatting has been carefully planned to complement the content. It may be a little hard to read.	Font formatting makes it very difficult to read the material.
<b>Effectiveness</b>	Project includes all material needed to gain a comfortable understanding of the topic. It is a highly effective study guide.	Project includes most material needed to gain a comfortable understanding of the material but is lacking one or two key elements. It is an adequate study guide.	Project is missing more than two key elements. It would make an incomplete study guide.	Project is lacking several key elements and has inaccuracies that make it a poor study guide.