

# Ethical & Social Responsibility Display Project

Teacher Name: **Marketing Teacher**

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

| CATEGORY                    | 4  | 3   | 2   | 1   |
|-----------------------------|--|---|---|---|
| <b>Use of Class Time</b>    | Used time well during each class period. Focused on getting the project done. Never distracted others. | Used time well during each class period. Usually focused on getting the project done and never distracted others. | Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others. | Did not use class time to focus on the project OR often distracted others.        |
| <b>Graphics - Relevance</b> | All graphics are related to the topic and make it easier to understand.                                | All graphics are related to the topic and most make it easier to understand.                                      | All graphics relate to the topic.   | Graphics do not relate to the topic.  |
| <b>Required Elements</b>    | The display includes all required elements as well as additional information.                          | All required elements are included on the display.  | All but 1 of the required elements are included on the display.   | Several required elements were missing.   |
| <b>Attractiveness</b>       | The display is exceptionally attractive in terms of design, layout, and neatness.                      | The display is attractive in terms of design, layout and neatness.  | The display is acceptably attractive though it may be a bit messy.  | The display is distractingly messy or very poorly designed. It is not attractive. |
| <b>Title</b>                | Title can be read from 6 ft. away and is quite creative.   | Title can be read from 6 ft. away and describes content well.   | Title can be read from 4 ft. away and describes the content well.   | The title is too small and/or does not describe the content of the display well.  |
| <b>Grammar</b>              | There are no grammatical mistakes on the display.  | There is 1 grammatical mistake on the display.  | There are 2 grammatical mistakes on the display.  | There are more than 2 grammatical mistakes on the display.                        |