

## Sample Product Scoring Guide

### MENU (BROCHURE) SCORING GUIDE

This scoring guide comes from the *Food For Thought* Unit Plan within *Designing Effective Projects*

#### Scoring Guide

3 - Exceeds requirements	1 – Falls short of requirements
2 - Meets requirements	0 – Does not address requirements

Requirements	Score	Weight	Teacher Comments
The menu includes a catchy tagline or slogan for the restaurant.		X 1	
The menu includes a description of the restaurant.		X 2	
The menu has a wide variety of items from all the food groups.		X 4	
The nutritional benefits of the items are reflected in the descriptions.		X 5	
The prices are reasonable for each item.		X 3	
The menu allows people to know about the restaurant (and others you may have) by listing the address, phone number, and operating hours.		X 1	
The menu has digital pictures, graphics, or scanned artwork.		X1	
The layout of your menu is professional looking, with items in columns and the appropriate number of pictures.		X 2	
Total Score			