

Label 2 Rubric

Assessment Title: **Using data to persuade**

Instructions:

2

Displays Data *Pick it up*

BB

	4	3	2	1
Displays Data	<p>Accurately displays data using rank ordering and skillful organization</p> <p>Uses technology to effectively display data that is organized and easy to interpret</p>	<p>Accurately displays data using rank ordering</p> <p>Displays data that is accurate and clear and enhances the selling of the product</p>	<p>Displays data using rank ordering with some errors</p> <p>Displays compiled data, but presentation may be muddled or contain errors</p>	<p>Displays data unclearly or in a confusing way</p> <p>Incomplete data that does little to sell the product</p>

Using Experiments to Persuade

	4	3	2	1
Makes a Persuasive argument	<p>Uses data from experiments for a creative and unique purpose that persuades consumer to buy product</p>	<p>Uses data from experiments to persuade consumers to buy product</p>	<p>Uses experiments to persuade consumer to buy product but is only partially supported by the data</p>	<p>Experiments do not support or persuade consumer to buy product</p>

Label Specifics

	4	3	2	1
Creativity	<p>Slogan, logo, and directions for uses are enhanced by technology or artistic design</p> <p>Creative writing techniques are employed</p>	<p>Label includes a slogan, logo, and complete directions to use product so that it is understandable to consumer</p>	<p>Slogan or logo is weak and does not enhance the selling of the product</p> <p>Directions are incomplete or confusing</p>	<p>Slogan or logo (or both) is missing from the label</p> <p>Directions are not given or too incomplete to follow</p>
Scientific Background of Product	<p>More than five accurate physical and chemical properties are included</p> <p>Scientific vocabulary is used in descriptions of how product is made and in-depth observations of the product</p>	<p>Label includes at least three accurate physical and chemical properties (such as mass, volume, density, etc.)</p> <p>Includes accurate descriptions of how the product was made and general observations of product</p>	<p>Only a few physical and chemical properties are included on label</p> <p>Description of how product was made is incomplete or contains inaccuracies</p>	<p>Properties listed on label are inaccurate or not included</p> <p>Descriptions and observations contain inaccuracies or are missing</p>