

## Using Data to Persuade Rubric

Criteria	4	3	2	1
<b>Displays Data</b>	<p>I accurately displayed data using rank ordering and skillful organization.</p> <p>I used technology to effectively display data that is organized, easy to interpret, and enhances the selling of the product.</p>	<p>I accurately displayed data using rank ordering.</p> <p>I displayed data that is accurate and clear and enhances the selling of the product.</p>	<p>I display data using rank ordering with some errors.</p> <p>I displayed compiled data, but presentation may be muddled or contain errors so that it detracts from selling the product.</p>	<p>I displayed data unclearly or in a confusing way.</p> <p>My data is incomplete or does little to sell the product.</p>
<b>Makes a Persuasive argument</b>	<p>I used data from my experiments for a creative and unique purpose that persuades consumer to buy product.</p>	<p>I used data from my experiments to persuade consumers to buy product.</p>	<p>I used experiments to persuade consumer to buy product but is only partially supported by the data.</p>	<p>The data from my experiments do not support or persuade consumer to buy product.</p>
<b>Creativity</b>	<p>My slogan, logo, and directions for uses are enhanced by technology or artistic design.</p> <p>I used creative writing techniques.</p>	<p>I included a slogan, logo, and complete directions to use product so that it is understandable to consumer.</p>	<p>My slogan or logo is weak and does not enhance the selling of the product.</p> <p>My directions are incomplete or confusing.</p>	<p>My slogan or logo (or both) is missing from the label.</p> <p>I did not include directions or they are too incomplete to follow.</p>
<b>Scientific Background of Product</b>	<p>I included more than five accurate physical and chemical properties of substance.</p> <p>I used scientific vocabulary to describe how product is made and included in-depth observations of the product's behavior.</p>	<p>I included at least three accurate physical and chemical properties (such as mass, volume, density, etc.)</p> <p>I included accurate descriptions of how the product was made and general observations of product.</p>	<p>I only included a few physical and chemical properties.</p> <p>My description of how product was made is incomplete or contains inaccuracies. My observations are not descriptive or incomplete.</p>	<p>The properties listed are inaccurate or not included.</p> <p>My descriptions and observations contain inaccuracies or are missing.</p>