**Assignment #2**

**Business Expansion Decision Rubric**

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

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| **CATEGORY** | **20** | **15** | **10** | **5 or less** |
| **Planning/**  **Organization** | Student can describe  the intent and plan of  complete mural and  how his/her part will  contribute to the  whole. Student works  with team to come up  with general plan of  what will be done  before beginning | Student has carefully  planned his/her part of  the mural and can  describe how he/she  will get the work done  and a vision for his/her  part. Student gets team  input on plan for  his/her contribution  before beginning | Student has planned  his/her part of the  mural and can describe  how he/she will get the  work done and a vision  for his/her part.  Student does not solicit  much group inputs  when making plan | Student leaps into  action without any  evidence of planning or  focus |
| **Balance and Use of Space** | Use of positive and  negative space creates  a feeling appropriate to  the theme. Objects are  placed for best effect.  Overall, it just feels  right | Use of positive space is  good and the painting  is relatively balanced,  but negative space  could be utilized better  to create a more  cohesive feel | The mural seems to  have a little too much  background or seems a  little too busy. Balance  has not been achieved | The mural seems  unfinished (too much  empty space) or there  is not enough balance  between foreground  and background  causing it to seem  much too busy and  unfocused |
| **Time and Effort** | Class time was used  wisely. Much time and  effort went into the  planning and creation  of the mural. It is clear  the students worked at  home as well as at  school | Class time was used  wisely, but it did not  appear there was much  work done outside of  class | Class time was not  always used wisely, but  additional work was  done at home or other  times during the day | Class time was not used  wisely and no  additional effort was  put in at other times or  places |
| **Market Research Steps** | Six market research  steps thoroughly  defined | Six market research  steps listed; needed  more definition | Six market research  steps listed but not  defined | Does not include some  of the six markets  research steps |
| **Thematic Accuracy** | The theme of the  assignment and all  steps of market  research is accurately  placed on the  background | The theme of the  assignment and most  of the market research  steps are accurately  placed on the  background | The theme of the  assignment is covered | The theme of the  assignment is not  covered |

**Total Score \_\_\_\_\_\_\_\_**

**Maximum 100 Points**