

Rubric for Dining Experiences in Hospitality

Task Description: Students will design a multi-media presentation examining the elements of a dining experience at a venue by accessing their website to include the following: Ambiance, Décor, Location, Service style, Target market, Theme

Name of Venue _____

Criteria	weight	Exemplary	Admirable	Acceptable	Attempted
Content	25%	<input type="checkbox"/> Covers topic completely and in depth <input type="checkbox"/> Content is readily understandable <input type="checkbox"/> Media used contributes to understanding of topic	<input type="checkbox"/> Covers topic <input type="checkbox"/> Content is mostly understandable <input type="checkbox"/> Media used mostly contributes to understanding of topic	<input type="checkbox"/> Barely covers topic <input type="checkbox"/> Content is somewhat understandable <input type="checkbox"/> Media used somewhat contributes to understanding of topic	<input type="checkbox"/> Does not adequately cover topic <input type="checkbox"/> Content is confusing <input type="checkbox"/> Media used does not contribute to understanding of topic
Graphic Design	25%	<input type="checkbox"/> Effective combination of multimedia and persuasive design elements <input type="checkbox"/> Graphics effectively entice audience; accurately convey message	<input type="checkbox"/> Good combination of multimedia and design elements <input type="checkbox"/> Visuals and images are attractive; adequately conveys message	<input type="checkbox"/> Some use of multimedia and design elements <input type="checkbox"/> Use of visuals and images is limited; message is conveyed	<input type="checkbox"/> 0-1 media used <input type="checkbox"/> Use of visuals and images is confusing or absent; message is confusing
Mechanics	25%	<input type="checkbox"/> Correct grammar, usage, mechanics and spelling <input type="checkbox"/> All sources are correctly cited	<input type="checkbox"/> Few grammar, usage, mechanics or spelling errors <input type="checkbox"/> Most sources are correctly cited	<input type="checkbox"/> Several grammar, usage, mechanics or spelling errors <input type="checkbox"/> Some sources are incorrectly cited	<input type="checkbox"/> Obvious grammar, usage, mechanics or spelling errors <input type="checkbox"/> Sources are not cited
Teamwork	25%	<input type="checkbox"/> Work load is divided and shared equally	<input type="checkbox"/> Some members contribute	<input type="checkbox"/> Few members contribute	<input type="checkbox"/> One or two people do all of the work

Assignment Score _____ + Beyond/Bonus _____ = Final Score _____