

Binxy Cats Project

Teacher Name: **Ms. Duke**

Student Name: _____

Background Part 1	Exceeds Expectations 5	Meets Expectations 4	Needs Work 3	Incomplete 2 & 1
Addressing Required Information	All of the required information is present and correct.	Most of the required information is present and correct.	Many pieces of information are missing or incomplete.	The majority of required information is incomplete or not present.
Creativity	Your <i>Binxy Cat</i> is original and you clearly spent time thinking about how this will appeal to various demographics.	Your <i>Binxy Cat</i> is original and you but the demographic component needed more thought.	Your <i>Binxy Cat</i> is not very original, and the demographic component was unclear.	Your <i>Binxy Cat</i> is not original and little or no time was spent researching the candy's demographics.
Marketing Background	The price of your Binxy Cat is reasonably priced, and can compete in the current market.	The price of your Binxy Cat is reasonably priced, and might be able to compete in the current market.	The price of your Binxy Cat is unreasonably priced, and can most likely won't be able to compete in the current market.	The price of your Binxy Cat is absolutely unrealistic, and will not be able to compete in the current market. Or this component is missing.
Research	All three articles are present, websites are clearly written on each document, all applicable information is highlighted and paper is thought-out with minimal grammar and spelling errors.	All three articles are present, websites are clearly written on each document, but some of applicable information is not highlighted and written component has some grammar and spelling errors	All three articles are present, but some or all websites are not on the documents, a lot of the applicable information is not highlighted, and paper is not thought-out and has many spelling and grammar errors.	Some or all of the articles are missing, websites are not on the documents, information is not highlighted, and written component is missing, incomplete, or is not thought-out and has many spelling and grammar errors.
Graphing Part 2	Exceeds Expectations 5	Meets Expectations 4	Needs Work 3	Needs Work 2 & 1
Supply and Demand Schedule of Right and Left Shifts for Factors	Supply and demand schedules are present, there are 10 price points, three labels are present all information is accurate and reasonable.	Supply and demand schedules are present, there are 10 price points, three labels are present all information is mostly present and reasonable.	Most of the information is present and is accurate and reasonable.	Several items were missing and information is not accurate or reasonable.
Written Paragraph on Factors of Production	Paragraph is well written, addresses all four factors of production fully, and has very few grammatical/spelling errors.	Paragraph is well written, addresses all four factors of production but needs more explanation, and has few grammatical/ spelling errors.	Paragraph is present, addresses all four factors of production but misses some key points, and has multiple spelling errors grammatical/spelling errors.	Paragraph is poorly written or not present, does not address all four factors of production, and has a lot of grammatical/spelling errors.

Supply and Demand Schedule of Left and Right Shift for SPICE	Supply and demand schedules are present, there are 10 price points, three labels are present all information is accurate and reasonable.	Supply and demand schedules are present, there are 10 price points, three labels are present all information is mostly present and reasonable.	Most of the information is present and is accurate and reasonable.	Several items were missing ad information is not accurate or reasonable.
Written Paragraph for SPICE	Paragraph is well written, addresses all four factors of production fully, and has very few grammatical/ spelling errors.	Paragraph is well written, addresses all four factors of production but needs more explanation, and has few grammatical/ spelling errors.	Paragraph is present, addresses all four factors of production but misses some key points, and has multiple spelling errors grammatical/ spelling errors.	Paragraph is poorly written or not present, does not address all four factors of production, and has a lot of grammatical/spelling errors.
Elasticity of Binxy Cats	Both graphs are present and properly address in/elasticity.	Both graphs are present and address in/elasticity with few errors.	Both graphs are present and address in/elasticity but one is incorrect.	There is only one or no graphs. Concept seems unclear.
The Commercial	Exceeds Expectations 25-23	Meets Expectations 22-18	Needs Work 15	Needs Work 14 & Below
Length, Participation and Addressing Demographics	Length is within the allotted range, all required individuals are present, and demographics are clearly depicted.	Length is within the allotted range, all required individuals are present, and demographics are generally depicted.	Length is within almost within the allotted range, all required individuals are present, and demographics are vaguely depicted.	Length is not within the allotted range, individuals are missing, and demographics are not clear.
Basic Information Present	All basic information is present including name, flavor, price, catch phrase and well thought out.	One aspect of basic information is missing information but is well thought out.	Most basic information is missing and is not well thought out.	Basic information is missing or project is incomplete.
Oral Presentation	Exceeds Expectations 5	Meets Expectations 4	Needs Work 3	Needs Work 2 & 1
Oral Presentation	All individuals present one aspect of the video, information about the video is succinct and accurate.	All individuals present one aspect of the video, but information about the video is unclear and accurate.	Most individuals present one aspect of the video, information about the video is missing but the information is accurate.	Not everyone presents, information about the video is missing or inaccurate.