

Project 2: Poster Rubric

Names _____

Date _____

Points	Topic		Points Received	Comments
15	Marketing/Competition			
	Target consumer identified	5		
	Competition Identified: Product and Price (Including comparison to product)	5		
	Shows justification of innovation in the market	5		
15	Formulation			
	Several previous product designs	3		
	Selection criteria clearly identifies how the final product design was chosen	4		
	Formula listed (grams)	5		
	Lessons learned/Suggested revisions for future work	3		
25	Process			
	Overall process flow diagram shown	5		
	Mass Balances on process	8		
	Energy Balances on process	8		
	Identify processing hurdles	4		
25	Project Guidelines Met			
	Product meets nutritional design constraints (macro and micronutrients) and is justifiably healthy	10		
	Flavor is acceptable for target consumers	3		
	>80% by mass of the product is from whole foods	6		
	Product should be novel and show creativity	6		
10	Poster Appearance			
	Product Name	2		
	List: Group members, class, date	2		
	Neat and Well-organized	2		
	Visually appealing	2		
	Spelling and Grammar	2		
10	Oral 3 minute sales pitch			
	Grabs your attention	3		
	Student understands and can clearly articulate the information on the poster	5		
	Students answer questions clearly and confidently	2		
100				