

AD235 Image Design/Digital Tech II		NAME:	
Margarita Benitez - Instructor		<b>Trend Research Book Rubric</b>	
<b>CATEGORY</b>			
<b>Presentation</b>	<b>25 / 20 points</b>	<b>15 / 10 points</b>	<b>5 / 0 points</b>
	The presentation was well organized and framed for the audience, with a beginning, middle, and end.	The presentation lacked organization and may or may not have been framed for the audience.	The presentation was NOT organized and information was unclear or cluttered.
<b>Trend Boards</b>	<b>65 / 50 points</b>	<b>30 / 25 points</b>	<b>10 / 0 points</b>
	The trend boards were created and presented in a clear and consistent manner. Boards are professional and communicate the trends accurately including all elements.	The trend boards were created and presented in a clear manner, yet lacking some consistency in theme and presentation. Boards are creative yet not necessarily professional. The project may be missing one or more of the required elements.	The trend boards were created in a haphazard manner with no consistency or theme. Mistakes and inconsistencies are evident, and the project is missing two or more of the required elements.
<b>Book</b>	<b>30 / 25 points</b>	<b>20 / 15 points</b>	<b>5 / 0 points</b>
	Book covered all required elements including a cover page, history of retailer, customer profile, overview of forecast, advertising and promotional overview, examples of research and reference page in a complete professional manner.	Book covered most of the required information. Student may have missed a few details, however paper read complete.	Book covered very little of required material, missing some elements completely.
<b>Technology</b>	<b>20 points</b>	<b>15 / 10 points</b>	<b>5 / 0 points</b>
	Trend Boards represented above average computer skills. The InDesign document contained no missing LINKS, and was packaged correctly, with a PDF.	Trend Boards represented average computer skills. The InDesign document contained 1 to 3 missing LINKS, and was packaged correctly, with a PDF.	Trend Boards represented poor computer skills. The InDesign document contained FOUR (4) or more missing LINKS, & was NOT packaged correctly, with a PDF.
<b>Professionalism</b>	<b>10 points</b>	<b>5 points</b>	<b>0 points</b>
	Book and trend boards were handed-in a professional manner, free from spelling and grammatical errors	Book and trend boards were handed-in an average manner, with minimal spelling and/or grammatical errors.	Book and trend boards were handed-in a haphazard manner, with many spelling and/or grammatical errors.
<b>Comments</b>			<b>/150 points</b>