

ENDCAP DESIGN PROJECT PROPOSAL RUBRIC

	Excellent (8 – 10 points)	Good (5 – 7 points)	Average (2 – 4 points)	Poor (0 – 1 points)
Endcap Design	The endcap design is complete, neat, and includes measurements and products.	The endcap design is complete, somewhat neat, and includes most measurements and products.	The endcap design is somewhat complete, somewhat neat, and includes some measurements and products.	The endcap design is not close to complete, not very neat, and includes some measurements and products.
Accuracy of Conversions	The endcap design and proposal include accurate measurement and money conversions for the endcap display and its products.	The endcap design and proposal include mostly accurate measurement and money conversions for the endcap display and its products.	The endcap design and proposal include somewhat accurate measurement and money conversions for the endcap display and its products, but there are missing conversions.	The endcap design and proposal include inaccurate measurement and money conversions for the endcap display and its products. There are also missing conversions.
Business Proposal	The business proposal is well-written, with few grammatical errors. The proposal includes a description of the three products, correct conversions for the measurements and the prices, and a strong, detailed description of the design.	The business proposal is well-written, with several grammatical errors. The proposal includes a description of the some products, somewhat accurate conversions for the measurements and the prices, and a detailed description of the design.	The business proposal is complete, but includes many grammatical errors. The proposal includes a description of the some products, somewhat accurate conversions for the measurements and the prices, and a description of the design.	The business proposal is well-written, with many grammatical errors. The proposal is complete but is missing one or more of the components (a description of the products, accurate conversions for the measurements and the prices, and a description of the design).