Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Candy Prototype Final Rubric**

|  |  |
| --- | --- |
| Package (40 points) | |
| * Product name is prominently displayed on the package (0-5 points) |  |
| * A logo is displayed on the package (0-5 points) |  |
| * The logo clearly identifies the product (0-5 points) |  |
| * Includes a nutrient claim (0-5 points) |  |
| * The target market is clearly identifiable by the package (0-5 points) |  |
| * Nutrition label is complete and on the package (0-5 points) |  |
| * Price is clearly listed on the package (0-5 points) |  |
| * Package design is creative, neatly organized, and appropriate for the product (0-5 points) |  |
| **Package Total** |  |
| Commercial (40 points) | |
| * 30-seconds or less (0-5 points) |  |
| * The purpose is clear and concise (0-5 points) |  |
| * Explains the product by including the name, logo, and a description (0-5 points) |  |
| * Clearly addresses the target market (0-5 points |  |
| * Includes a shot of the product package (0-5 points) |  |
| * Script is organized and had a nice flow (0-5 points) |  |
| * Commercial is creative and engaging (0-5 points) |  |
| * Includes music and special effects/editing (0-5 points) |  |
| **Commercial Total** |  |
| Final Presentation (20 points) | |
| * Candy prototype was prepared properly (e.g., no burnt sugar or chocolate, followed recipe, etc.) (0-10 points) |  |
| * Team was able to explain:   + Why they decided to create their product   + Why they selected the target market   + How they came to the decision about which food claim to use and what ingredient to add/change (new product strategy) (0-10 points) |  |
| **Final Presentation Total** |  |

Total points for project: /100