

## CONSUMER RESEARCH RUBRIC

Name \_\_\_\_\_

	<i>Rough Draft</i>	<i>Final Draft</i>	<i>Teacher's Comments</i>
<b>DOCUMENT DESIGN</b>			<b>/30</b>
1. The document is easy to read.			
2. Format is attractive and effective.			
3. The project has visual appeal.			
<b>AUDIENCE ANALYSIS &amp; ADAPTATION</b>			<b>/10</b>
1. The topic, the comparisons and the format are appropriate for the intended audience.			
2. The document has been produced with the user's needs in mind.			
<b>CONTENT</b>			<b>/50</b>
1. Information is correct.			
2. Information is complete and well organized.			
3. Project instructions were followed.			
4. The project is in usable form.			
5. The project fulfills a useful purpose.			
<b>MECHANICS</b>			<b>/10</b>
1. Spelling is correct. Numbers are written correctly as words or figures.			
2. Capitalization and punctuation are correct.			
3. Word choice is correct, concise and precise.			

### Rough Draft

Partner's signature, indicating review conference \_\_\_\_\_

Rough draft grade \_\_\_\_\_ / 20