Using Data to Persuade Rubric

Criteria	4	3	2	1
Displays Data	I accurately displayed data using rank ordering and skillful organization. I used technology to effectively display data that is organized, easy to interpret, and enhances the selling of the product.	I accurately displayed data using rank ordering. I displayed data that is accurate and clear and enhances the selling of the product.	I display data using rank ordering with some errors. I displayed compiled data, but presentation may be muddled or contain errors so that it detracts from selling the product.	I displayed data unclearly or in a confusing way. My data is incomplete or does little to sell the product.
Makes a Persuasive argument	I used data from my experiments for a creative and unique purpose that persuades consumer to buy product.	I used data from my experiments to persuade consumers to buy product.	I used experiments to persuade consumer to buy product but is only partially supported by the data.	The data from my experiments do not support or persuade consumer to buy product.
Creativity	My slogan, logo, and directions for uses are enhanced by technology or artistic design. I used creative writing techniques.	I included a slogan, logo, and complete directions to use product so that it is understandable to consumer.	My slogan or logo is weak and does not enhance the selling of the product. My directions are incomplete or confusing.	My slogan or logo (or both) is missing from the label. I did not include directions or they are too incomplete to follow.
Scientific Background of Product	I included more than five accurate physical and chemical properties of substance. I used scientific vocabulary to describe how product is made and included in-depth observations of the product's behavior.	I included at least three accurate physical and chemical properties (such as mass, volume, density, etc.) I included accurate descriptions of how the product was made and general observations of product.	I only included a few physical and chemical properties. My description of how product was made is incomplete or contains inaccuracies. My observations are not descriptive or incomplete.	The properties listed are inaccurate or not included. My descriptions and observations contain inaccuracies or are missing.