

Rubric: Product Development

CRITERIA	Excellent (A – 95%)	Good (B – 85%)	Fair (C – 75%)	Poor (D – 65%)	Fail (0%)
Product Name and Description (5%)	Product name is original, descriptive, and marketable. Product description provides a clear and detailed explanation of what the product is, how it is unique, and how it meets a specific consumer need.	Product name is descriptive. Product description provides a clear explanation of what the product is but an unclear or incomplete explanation of how the product is unique, and how it meets a specific consumer need.	Product name is not descriptive. Product description provides an unclear explanation of what the product is.	Product name or prod description is missing shows little effort.	No effort exhibited
Originality/ Innovation of Product (5%)	Product is completely original/innovative. There is no other product like it on the market.	Product is mostly original/low innovation but is based on modifications of an existing product.	Product represents only minor modifications of an existing product.	Product is a copy of an existing product.	No effort exhibited
Target Market (5%)	Target market is clearly defined and an explanation is provided as to why the particular audience was chosen.	Target market is broadly defined.	Target market is poorly defined.	Target market is missing.	No effort exhibited
Product Formulation (10%)	Product formulation clearly lists, in order of use, all ingredients used in the product, accurate explanations of the specific functions (based on physical, chemical, or biological properties) of all product ingredients, and detailed procedures for preparation.	Product formulation clearly lists all ingredients used in the product, reasonable, but general, explanations of the functions (based on physical, chemical, or biological properties) of all ingredients, and procedures for preparation.	Product formulation provides an incomplete list of the ingredients used in the product, incomplete or incorrect explanations of the ingredient functions, or incomplete or unclear procedures for preparation.	The list of ingredients explanations of ingredient functions, or instructions for preparation are missing. show little effort.	No effort exhibited
Package Design & Material Selection (10%)	Package (or detailed drawing) contains an original design feature and is made (or drawn) to scale. Visual design is professional, appeals to the target market, and provides required product information (product name, ingredients, nutritional information, etc.). A clear, detailed explanation of the selection of package materials and design (based on the physical, chemical, and biological properties of the product and package) is provided.	Package (or detailed drawing) is made (or drawn) to scale. Visual design is professional, appeals to the target market, and provides required product information (product name, ingredients, nutritional information, etc.). A general, but accurate explanation of the selection of package materials and design (based on the physical, chemical, and biological properties of the product and package) is provided.	Package (or detailed drawing) is not made (or drawn) to scale. Visual design is professional and appeals to target market, but required product information (product name, ingredients, nutritional information, etc.) is incomplete. An incomplete explanation of the selection of package materials and design is provided.	Package or package design or material selection information is missing or shows little effort.	No effort exhibited
Storage and Display Plan (5%)	Specific storage conditions (based on physical, chemical, and biological properties of product and package) are specified. A reasonable estimate of product shelf-life and a specific description of food safety concerns are provided. Display plan is appropriate for target market.	General storage conditions (based on physical, chemical, and biological properties of product and package) are specified. An estimate of product shelf-life is provided, as well as a general description food safety concerns. Display plan is appropriate for target market.	General storage conditions are specified. An inaccurate estimate of product shelf-life is provided. Display plan is appropriate for target market.	Storage or display missing or shows little effort.	No effort exhibited

Marketing Plan & Market Survey(s) (5%)	Marketing plan is appropriate for target audience, provides detailed explanation of marketing techniques to be used, provides multiple examples of marketing tools (i.e. surveys), and displays professionalism and creativity.	Marketing plan is appropriate for target audience, provides an explanation of marketing techniques to be used, provides one sample marketing tools (i.e. surveys), and displays professionalism and creativity.	Marketing plan is inappropriate for target audience, provides an incomplete explanation of marketing techniques to be used, does not provide an example of a marketing tools (i.e. surveys), and/or lacks professionalism and creativity.	Marketing plan is missing or shows little effort.	No effort exhibited
Poster Quality (grammar, figures, tables, charts and content amount) (5%)	Poster follows assigned outline. Text is clear and free of grammar, spelling, and typographical errors. Figures, tables, charts, etc. are appropriately labeled with titles, legend, and appropriate statistics.	Poster follows assigned outline. Text is clear and contains no more than 5 grammar, spelling, or typographical errors. Figures, tables, charts, etc. are clearly labeled with titles, legend and the appropriate statistics but have minor errors.	Poster follows assigned outline and is written in paragraph form. Text is unclear and/or contains 5 or more grammar, spelling, or typographical errors. Figures, tables, charts, etc. contain errors or require explanation.	Poster does not follow assigned outline. Text is unclear and contains many grammar spelling, or typographical errors. Figures, tables, charts, etc. contain many errors and do not contain statistics, titles, etc.	No effort exhibited
Nutrition Information (10%)	Nutrition facts panel accurate and complete using USDA/FDA guidelines (nutrients, percent daily value, allergy warning, consumption instructions).	Accurate but incomplete nutrition facts panel	Nutrition facts panel has multiple errors and is incomplete (i.e. missing trans fat values).	Nutrition facts panel is incomplete with multiple major errors (i.e. total calorie calculations or calories from fat).	Completely missing
Processing (including equipment) (10%)	Complete process flow diagram with HACCP plan and CCPs identified (including parameters of processing). Complete listing of equipment provided with function.	Complete process flow diagram with HACCP plan incomplete or missing CCP identification (i.e. errors for processing parameters). Complete listing of equipment provided without function.	Incomplete process flow diagram with HACCP plan incomplete or missing multiple CCPs.	Incomplete process flow with no HACCP plan.	Completely missing or not identified equipment.
Shelf-Life Testing (5%)	Physiochemical (color, aw, pm, texture) and microbial testing (appropriate) with complete results.	Physiochemical (color, aw, pm, texture) and microbial testing (appropriate) with incomplete results.	Partial evaluation of physiochemical (color, aw, pm, texture) and microbial testing results.	Incomplete/inappropriate physiochemical (color, aw, pm, texture) and microbial testing results.	Shelf-life testing not conducted/missing
Sensory (5%)	Selection and utilization of appropriate tests and number of panelists for taste, flavor, texture, aroma, overall acceptance and incorporation and interpretation of data complete and accurate.	Selection and utilization of tests and number of panelists for taste, flavor, texture, aroma, overall acceptance and incorporation and interpretation of data complete but inappropriate.	Inappropriate selection and utilization of tests and number of panelists for taste, flavor, texture, aroma, overall acceptance, and incorrect interpretation of data.	Missing adequate selection and utilization of tests including number of panelists for taste, flavor, texture, aroma, overall acceptance, and no interpretation of data.	Sensory not conducted/missing

Complete for each individual student using the following scale: 0 (very poor) to 4 (excellent).

Criteria	S1:	S2:	S3:	S4:	S5:
Questions properly answered (10%)					
Manner of speaking, eye contact and ability to engage audience (7.5%)					
Appropriate dressing (2.5%)					