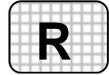


Chapter

9

Focus on Teamwork

Chapter Assessment



Rubric
IP 9-1

1 Independent Practice (page 404)

Create a New Product

Directions: After you have finished your project, determine whether you have completed the criteria listed in the left column. Fill in the checklist in the shaded columns below and then turn the rubric in to your teacher along with your project.

Criteria	Student Checklist		Teacher Evaluation
	Completed	Not Completed	Comments
Brainstorm at least 3 ideas for a product and the name of a company.			
Determine the audience and tone of the marketing materials.			
Create a timeline that shows the tasks of the project and which group members are responsible for each task.			
Draw at least three sketches of a company logo and letterhead.			
Get feedback on the sketches. Revise, if needed. Create your final designs.			
Use Illustrator to create the logo.			
Use Publisher to create the business card.			
Use Publisher to create the letterhead.			
Check for spelling and other errors and revise as necessary.			
Exchange your business package with another group. Have them evaluate it for accuracy, visual appeal, and content.			
Follow directions to save and print your work.			