



FOOD INNOVATIONS Rubric



Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Category _____

DISPLAY							Points
FCCLA Planning Process Summary Page 0-5 points	0 Planning Process summary not provided	1 Inadequate steps in the Planning Process are presented	2 All Planning Process steps are presented but not summarized	3 All Planning Process steps are summarized	4 Evidence that the Planning Process was utilized to plan project	5 The Planning Process is used to plan the project. Each step is fully explained	
Original Prototype Formula(s) 0-10 points	0 No prototype formula(s) provided/formula(s) do not fit within the current food product topic	1-2 One or more versions of the prototype and final prototype presented and fit within the current food product topic	3-4 Original, each modified version, and final prototype formula(s) are presented and fit within the current food product topic, but are written poorly	5-6 Original, each modified version with the current formula(s) are well-written, fit the current food product topic, and track changes from previous versions	7-8 Prototype formula(s) are well-written, fits within the current food product topic, and tracks changes. The final formula(s) meet product goals and represents an adequate understanding of scientific and culinary principles	9-10 Prototype formula(s) are well-written, fits within the current food product topic, and tracks changes. The final formula(s) meet product goals and represents an extensive understanding of scientific and culinary principles	
Product Testing Method 0-10 points	0 No evidence of product testing provided	1-2 Product testing does not follow the specifications	3-4 Product testing followed specifications but the chosen method was not appropriate for the focus group audience	5-6 Product was tested twice according to specifications with an appropriate evaluation method for the focus group. Samples of the method and results are presented	7-8 Product was tested twice according to specifications with an appropriate evaluation method for the focus group. Samples of the method and results are presented. Most feedback from testing is implemented	9-10 Product was tested twice according to specifications with an appropriate evaluation method for the focus group. Samples of the method and results are presented in a professional manner. Most feedback from testing is well-implemented	
Process Storyboard 0-2 points	0 No process storyboard presented		1 Limited photographs, confusing arrangements		2 Appropriate number of photographs, arranged well to tell a story		
Nutrition Information 0-5 points	0 No nutrition information provided	1 Nutrition information does not meet specifications	2 Nutrition information is complete (see specifications for requirements) but most of the information is incorrect	3 Nutrition information is complete (see specifications for requirements) and the majority of the information is correct	4 Nutrition information is complete (see specifications for requirements) correct. Demonstrates an appropriate level of knowledge for participant category	5 Nutrition information is complete (see specifications for requirements) and correct. Demonstrates an advanced level of knowledge for participant category	
Equipment, Safety and Sanitation 0-3 points	0 No equipment list or safety and sanitation precautions	1 Both the equipment list is incomplete AND safety and sanitation precautions are inappropriate		2 The equipment list is incomplete OR safety and sanitation precautions are inappropriate		3 The equipment list is complete and safety and sanitation precautions are appropriate	
Product Summary 0-2 points	0 No product summary provided		1 Product summary is lacking information and/or is poorly written		2 Product summary is thorough and well-written		
Actual and Suggested Pricing 0-3 points	0 No pricing information provided	1 Actual cost of one serving and one package is missing or inaccurate AND suggested pricing is missing or inappropriate		2 Actual cost of one serving and one package is missing or inaccurate OR suggested pricing is missing or inappropriate		3 Actual cost of one serving and one package is accurate; suggested pricing is appropriate	
Appearance 0-3 points	0 Display is illegible and unorganized	1 Display is neat, but contains grammatical or spelling errors and is organized poorly		2 Display is neat, legible, and professional, with correct grammar and spelling		3 Neat and professional, correct grammar and spelling used, effective organization	

Food Innovations Rubric (continued)

Points

SUGGESTED PRODUCT PACKAGING						
Design Effectiveness 0-3 points	0 Suggested product packaging not provided	1 Packaging design does not exhibit creativity and innovation, and/or would not be effective in containing, shipping, and storing the product	2 Packaging design exhibits creativity and innovation, and would be effective in containing, shipping, and storing the product	3 Packaging design exhibits creativity and innovation, and would be effective in containing, shipping, and storing the product. Description of actual materials to be used is included		
Marketability 0-3 points	0 Suggested product packaging not provided	1 Packaging is missing required information (see specifications) and/or lacks visual appeal for the intended audience	2 Packaging contains all of the required information (see specifications) and has some visual appeal for the intended audience	3 Packaging contains all of the required information (see specifications) and has high visual appeal for the intended audience		
Appearance 0-2 points	0 Suggested product packaging not provided	1 Packaging is unprofessional, not of high quality and/or contains grammatical or spelling errors	2 Packaging is professional, of high quality, legible, and correct grammar and spelling used			
ORAL PRESENTATION						
Organization/Delivery 0 – 10 points	0 Presentation is not done or presented briefly and does not cover components of the project	1-2 Presentation covers some topic elements	3-4 Presentation covers all topic elements but with minimal information	5-6 Presentation gives complete information but does not explain the project well	7-8 Presentation covers information completely but does not flow well	9-10 Presentation covers all relevant information with a seamless and logical delivery
Explanation of Product Choice 0-5 points	0 No product choice explanation	1 Product choice explanation was brief and product choice is not thought out or appropriate for topic and audience	2 Product choice explanation was brief but the product choice is appropriate for topic and audience	3 Product choice explanation was clear and thorough. Product choice is appropriate for topic and audience	4 Product choice explanation was clear and thorough. Some evidence that the product choice was thought out and appropriate for topic and target audience	5 Product choice explanation was clear and thorough. It is evident that the product choice was thought out and highly appropriate for topic and target audience
Knowledge of Subject Matter 0-5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of subject matter is evident but not effectively used in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation
Use of Display and Visuals during Presentation 0-5 points	0 Display and visuals not used during presentation	1 Display and visuals used to limit amount of speaking time	2 Display and visuals used minimally during presentation	3 Display and visuals incorporated throughout presentation	4 Display and visuals used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and display
Voice – pitch, tempo, volume 0-3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing		
Body Language/ Clothing Choice 0-3 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	1 Gestures, posture, mannerisms and eye contact is inconsistent/ clothing is appropriate	2 Gestures, posture, mannerisms, eye contact, and clothing are appropriate	3 Gestures, posture, mannerisms, eye contact, and clothing enhance presentation		
Grammar/Word Usage/ Pronunciation 0-3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3-5) grammatical and pronunciation errors	2 Few (1-2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors		
Responses to Evaluators' Questions 0-5 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded to all questions but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation

Evaluator's Comments:

TOTAL
(90 points possible)

Evaluator Initial _____
Room Consultant Initial _____
Evaluator # _____