**Product Pitch Rubric (Final Assessment)**

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| **Project Component** | **Advanced**  **(Proficient AND…)** | **Proficient**  **(Basic AND…)** | **Basic** | **Evaluation and Feedback** |
| Use of Scientific Vocabulary and Reasoning | Justifies prototype design using at least three related scientific concepts with appropriate vocabulary **and data.** | Relates two or more scientific concepts to prototype design using appropriate vocabulary; makes some reference to data. | Includes at least two related scientific concepts and an attempt at connecting science to design features. |  |
| Demonstration of Engineering Design Process | Includes information about at least four steps of the engineering design process, including explanation of redesign decisions. | Describes at least three phases of the engineering design process with appropriate examples. | Names at least three phases of the engineering design process and demonstrates at a basic level. |  |
| Evidence of Teamwork/  Collaboration | Involvement of all team members in presentation, testing, and design is clearly evident in multiple components of the pitch. | All team members are able to explain their individual contributions; pitch includes evidence of how teamwork improved design. | Some level of collaboration is evident in the presentation and/or design process. |  |
| Delivery of Pitch | All team members participate in pitch presentation or recording; excellent use of narration and visuals to explain design and content. | Some evidence of involvement of multiple team members; includes appropriate narration and visual evidence. | Pitch includes visuals for both content and design process with appropriate narration at a basic level. |  |
| Overall Content Organization and Creativity | Clearly demonstrates full knowledge of the design process, includes pertinent, well-sequenced examples; includes avenues for future redesign and improvement. | Addresses all major components of science and engineering processes in a logical manner; purpose is clear and addressed to appropriate audience. | Addresses multiple components of science and engineering processes and includes justification of design for intended audience. |  |