

MUSEUM PROJECT GRADING RUBRIC

EXHIBIT PROPOSAL:

- PROPOSAL LENGTH- 1 PAGE ____ (1 PT)
- IDENTIFIES TARGET AUDIENCE ____ (1 PT)
- TYPED ____ (0.5 PTS)
- INCLUDES THE FOLLOWING: (2.5 PTS)
 - LOCATION ____
 - TECHNOLOGY INTENDED TO USE ____
 - PERSUASION OF CONSTRUCTION ____

FLOOR PLAN:

- ACCOUNTS FOR EVERY ROOM IN MUSEUM ____ (5 PTS)
- HAS ROOM ENTRANCES, EXITS, FIRE EXITS ____ (2 PTS)
- ROOMS FLOW WITH MUSEUM ____ (2 PTS)
- HANDICAP ACCESSIBLE ____ (1 PT)
- DESIGN PLAYS TO TARGET MARKET ____ (5 PTS)
- METHOD OF DESIGN:
 - HAND DRAWN ON REGULAR PAPER ____ (1 PT)
 - HAND DRAWN ON COMPUTER PAPER ____ (2 PTS)
 - HAND DRAWN ON POSTER BOARD ____ (3 PTS)
 - CREATED/DESIGNED ON COMPUTER ____ (4 PTS)
 - BUILT/3-D MODEL CREATED ____ (5PTS)

TOPIC DESCRIPTION:

- DESCRIPTION LENGTH- 2 PAGES ____ (1 PT)
- INTRODUCTION PARAGRAPH ____ (3 PTS)
- BACKGROUND INFORMATION ____ (2 PTS)
- HISTORICAL INFORMATION ____ (2 PTS)
- BIBLIOGRAPHY ____ (2 PTS)

WALKTHROUGH:

- **PRESENTED IN POWERPOINT ____ (3 PTS)**
- **THERE IS AT LEAST ONE SLIDE PER ROOM ____ (2 PTS)**
- **PRESENTATION HAS THE FOLLOWING PRESENT:**
 - **TRANSITIONS ____ (3 PTS)**
 - **ANIMATIONS ____ (3 PTS)**
 - **PICTURES ____ (3 PTS)**
 - **ORIGINALITY ____ (3 PTS)**
 - **VARIETY ____ (3 PTS)**
- **OVERALL QUALITY OF POWERPOINT ____ (15 PTS)**

MARKETING PLAN:

- **BROCHURE ____ (5 PTS)**
- **ADVERTISEMENTS**
 - **TELEVISION ____ (5 PTS)**
 - **RADIO ____ (5 PTS)**
 - **BILLBOARDS ____ (5 PTS)**
 - **WEB ____ (5 PTS)**
 - **PRINT (OTHER THAN BROCHURE) ____ (5 PTS)**
- **FEEDBACK DEVICE ____ (5 PTS)**