**Small Business Rubric**

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|  | Unsatisfactory | Competent | Proficient | Distinguished |
| Technique / Concepts |  Work lacks understanding of  concepts, materials, and skills. |  Work shows understanding of  concepts, materials, and skills. |  Work reflects understanding of   concepts and materials, as well as  use of skills discussed in class. | Work shows a mastery of skills and reflects a deep understanding of concepts and materials. |
| Habits of Mind | Student passively attempts to fulfillassignment without much thought or exploration of possibilities. Student refuses to explore more than one idea. | Developing exploration of possiblesolutions and innovative thinking.Student has more than one idea  but does not pursue. | Student explores multiple solutions and innovative thinking develops and expands during project. | Consistently displays willingness to try multiple solutions and ask thought provoking questions, leading to deeper, more distinctive results. Student fully explores multiple ideas and iterations. |
| Reflection & Understanding | Student shows little awareness of their process. The work does not   demonstrate understanding of content. | Student demonstrates some self-awareness. Work shows some understanding of content, but  student cannot justify all of their decisions. | Student shows self-awareness. Work demonstrates understanding of content and most decisions areconscious and justified. | Work reflects a deep understanding of the complexities of the content.Every decision is purposeful and thoughtful. |
| Craftsmanship | Work is messy and craftsmanship detracts from overall presentation. | Work is somewhat messy and craftsmanship detracts somewhat from overall presentation. | Work is neat and craftsmanship Is solid. | Work is impeccable and shows extreme care and thoughtfulness inits craftsmanship. |
| Effort | Work is not completed in a satisfactory manner. Student shows minimal effort. Student does notuse class time effectively.  | Work complete but it lacks finishingtouches or can be improved with a little effort. Student does just enough to meet requirements. | Completed work in an above   average  manner, yet more could have been done. Student needs to go one step further to achieve excellence. | Completed work with excellence and exceeded teacher  expectations. Student exhibited exemplary commitment to the project. |