

Student Name _____

Career _____

Criteria	5	10	15	20	Score
Appearance	Overall appearance is untidy Choice in graphics are not appropriate for topic or related to the career; topics/headings do not represent career	Appearance is somewhat untidy Choice in graphics included are not completely related to the career topic; Topics attempt to represent career	Overall neat appearance Choice in graphics are acceptable for the type of career chosen; topics represent career but could be expanded	Choice of graphics are appropriate for career chosen; headlines contain topics appropriate to represent career; Overall appearance is professional and businesslike	
Components	Included at least 2 of the 10 components	Included at least 5 of the 10 components	Included at least 7 of the 10 components	Components include: description, duties, salary, education, outlook, skills/aptitudes, demand, working conditions, location and advancement opportunities	
Presentation	Presentation shows lack of interest Speaking is unclear – very difficult to understand message of what is being said (ex. Mumbling) Volume is inappropriate for interview (ex. Spoke too loudly, too softly)	Showed some interest Speaking is unclear –lapses in sentence structure and grammar Knowledge of career is minimal	Showed interest throughout the interview Speaking clearly Minimal mistakes in sentence structure and grammar Knowledge and facts are included/shared Volume is appropriate	Very attentive Speaking clearly Appropriate use of sentence structure and grammar Commitment and enthusiasm for career is conveyed Volume conveys business tone	

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