

Name: _____

Food Truck Showcase: Menu Design

Check List	Criteria	Mastery	Evolving
	Pictures	Your menu items are prominently displayed in high quality pictures.	Your menu lacked high quality pictures and/or you didn't remove the background of the pictures and/or they were watermarked pictures.
	Prices	You clearly stated the price for all of the items on your menu in font that adds to the design of your menu and is readable for your audience.	One or more of the aforementioned criteria is missing.
	Price Research	You have clearly researched the cost of WHOLESALE ingredients and can show Mrs. Murat the mathing involved to determine the prices of your menu items.	You can't show her the mathing or your pricing is out of line with market demand.
	Layout	You have laid out your menu in a way that is appealing and easy to read by your audience.	The layout is messy or confusing for your audience.
	Platform	You used Canva or Google Slides to design your menu. (Canva has templates that you can edit)	You didn't use one of the aforementioned platforms.
	Color	Your use of color on your menu adds to the design and	Your menu either lacked color or the color made the menu

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Check List	Criteria	Mastery	Evolving
	Printable	You have created an organized menu that is able to be printed.	One or more of the aforementioned criteria is missing.
	Social Media	Your menu can be adapted for your social media platforms.	Your menu is not in a format that is able to be adapted for your social media.
	Print Version	You have handed in a printed version of your menu with this rubric. (Hint: Mrs. Murat has to print it in color for you.)	Printed copy was not turned in.
	Conference	You conferenced with Mrs. Murat regarding the setup or design of your menu..	You did not conference with Mrs. Murat.
	Deadline	You met the deadline of <u>Conference</u>	You turned it in late.

