

Name: _____

Food Truck Showcase: Trifold

Check List	Criteria	Mastery	Evolving
	Business Name	Your business name is featured prominently on your trifold.	One or more of the aforementioned items was missing.
	Logo	Your professional looking logo is featured prominently on your trifold.	One or more of the aforementioned items was missing.
	Menu	Your complete and audience engaging menu is included on your trifold.	One or more of the aforementioned items was missing.
	Truck Template	Your truck template is in front of or to the side of your trifold on showcase day.	One or more of the aforementioned items was missing.
	City	You included the city you are going to be operating in in a way that engages your audience.	One or more of the aforementioned items was missing.
	Social Media	You included two sample (one from each platform) social media advertisement posts. These were printed in color. (Mrs. Murat has to do that for you so you need to get them to her in a timely fashion.)	One or more of the aforementioned items was missing.
	Pictures	You included three high quality pictures of the food type you will offer on your food truck. This should be printed in color.	One or more of the aforementioned items was missing.

Check List	Criteria	Mastery	Evolving
	Materials	There is nothing handwritten on your trifold.	There are handwritten items on your trifold.
	Charitable Cause	You included information to elevate the message of the charitable organization you chose to connect with in the city you will be doing business. This was presented in a way that added to your trifold design.	You either didn't include the information regarding the charitable organization or it detracted from the overall design of your trifold.
	Conference	You conferenced with Mrs. Murat regarding the layout or structure of your trifold.	You did not conference for this.
	Conference	You conferenced with Mrs. Murat regarding the progress of your trifold.	You did not conference for this.
	Due date	You met the class established due date _____	You did not meet the class established due date _____

Trifold Conference Layout



Trifold Conference Progress

