

Judging Rubric | Planning Canvas

Please use this rubric to help guide the scoring of student work against the assessment criteria. Simply circle or highlight the statement that best suits the quality of work presented by students to score.

Team Number:

Assessment Criteria	0	1	2	3	4	5	Score
1. Strategy & Organisation [20%]	No attempt at the task.	Limited evidence to show thinking and strategic intent. Sections are incomplete.	Some detail is provided to justify decisions, however limited.	All sections of the canvas are complete with consistency at times with some explanation.	Most documented decisions are consistent across the canvas and easy to understand.	Consistent strategic approach across all sections that is resolved and clear.	
2. Research & Inquiry [15%]	No evidence of research.	Limited evidence of research, but can be shown through some responses.	Some research findings inform documentation but is not explicitly outlined.	Research explicitly only contained in Target Customer section of the canvas.	Explicit research and evidence is shown in multiple sections of the canvas, with some interpretation.	Clearly identifiable research evidence and interpretation in multiple sections of the canvas.	
3. Creativity & Innovation [20%]	No attempt at the task.	Limited creativity presented across all areas that lacks understanding.	Some creativity presented in some areas.	Application of creativity presented at times, but needs refinement.	Strong innovative ideas to the solution to make it real.	Clearly articulated and creative solutions to make the solution work as a real idea.	
4. Financial Interpretation [15%]	No evidence of financial planning.	List of expenses and income outlined without financial figures.	Incomplete list of expenses and income with some financial figures documented.	Basic costings included across both financial sections of the canvas.	Detailed list of income and expenses documented on the canvas.	Relevant financial figures documented with calculations to show budgeted expenses.	
5. Communication [15%]	No attempt at the task.	Unclear submission with some sections incomplete.	Incomplete canvas with some sections not completed to the same level as others, but some detail provided.	Mostly clear submission that has detail in most sections that provide some justification.	Whole submission is clear and confident, with detail provided in most sections.	Highly effective submission with detailed explanations in all sections.	
7. Real World Application [15%]	No attempt at the task or does not solve the identified problem.	Extremely unlikely to solve the identified problem and/or be adopted by target customer.	Potential to link with the target customer to solve the problem, however is entering a cluttered market.	Meets the identified problem and target customer, but requires refinement to cut through.	Solution meets the identified problem for the target audience with broad appeal.	Confident solution presented that could solve the defined problem and meet a customer need.	