

# Veggie Virtuals Course Project - Highest Score

## Menu Rubric

Student(s) Name(s): XXXXXXXXXX

Sem/Date: FA2020

Your menu is graded based on the following attribute. Each attribute is rated on a scale of 1-5. A total of 100 points is possible if each attribute is met.

5 = Exceptional  
4 = Exceeds Exceptional  
3 = Meets Exceptional  
2 = Needs Improvement  
1 = Unacceptable

Attribute:		Score:
MENU COVER	THEME: Menu cover reflects the theme of the restaurant.	5
	CREATIVITY: Menu cover has imaginative and creative artwork.	5
	DESIGN: Menu has a unique shape and / or design.	5
	MATERIAL USED: Menu is constructed on durable stock.	n/a
	RESTAURANT INFORMATION: Gives address, phone, and other pertinent information.	5
MENU CONTENT	Categories are listed in the proper sequence.	5
	Headings are used to separate categories and are in bold font.	5
	Listings are worded utilizing descriptive terminology.	5
	Truth in menu is followed.	5
	Prime space is properly used for high gross item and is boxed in.	1
	Font is easily read and is 12 pt.font minimum.	5
	Beverages and desserts are suggested in the appropriate locations.	5
	Clip-ons are printed on the same quality of paper and in the same style of font.	n/a
	Clip-ons do not cover regular item listings.	n/a
	Psychological Pricing is utilized.	5
	There are no add-on charges (i.e. sour cream or bleu cheese extra charge)	5
	Negative terminology is not used.	5
	Artwork is used to tie in with the cover and the theme of the restaurant.	3
	Institutional copy is used to enhance the theme.	1
	Marketing for banquets, catering, carry-outs, and / or delivery is present.	1

Comments:

Total Score: 71 / 85  
83%