

**Authentic assessment opportunities help students make connections between what they are learning and how those skills may be useful in a future situation or even in a career.**

**Use this assessment scenario to help students role-play how retailers might convince consumers to use their designs instead of traditional packaging.**

**Assessment Scenario:**

*You are a packaging engineer who has created a new, reusable packaging design for a big online retailer. Your retailer is pushing a new “practical packaging” initiative that aims to eliminate the need for packing materials by convincing customers to “opt in” to using specific items like the ones in your design. Create a video pitch for the leadership team that shows how they might promote your design and convince consumers to opt into your packaging design over traditional packaging material.*

**The presentation must:**

- Include the criteria for success for the design.
- Explain how the proposed design meets the criteria.
- Use at least two pieces of compelling evidence from your test data and logical reasoning to explain how the design is an improvement upon traditional packaging.
  - Clearly labeled/accurate material usability chart (survey data)
  - At least two patterns in class Materials Use Survey data
  - Packaging prevents damage to item (observations during testing)

**Tools Included for Assessment:**

- [Purposeful Packaging Pitch Planner](#)
- [Rubric](#)

Name(s):

Date:

## Purposeful Packaging Pitch Planner

### Directions

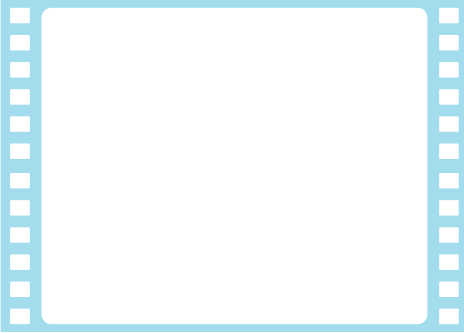
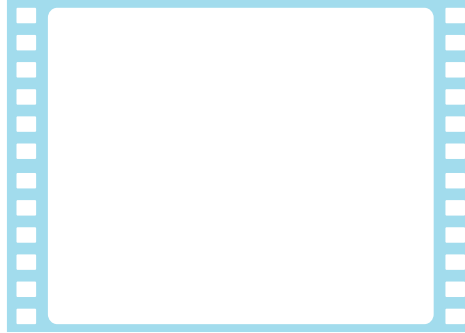
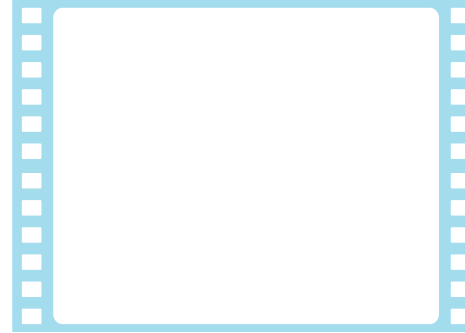
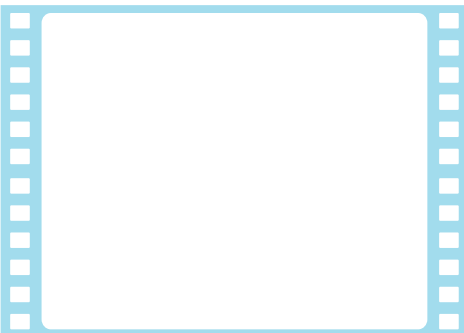
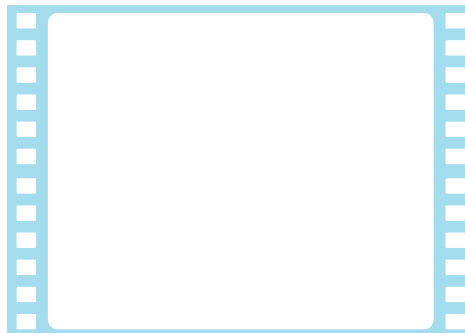
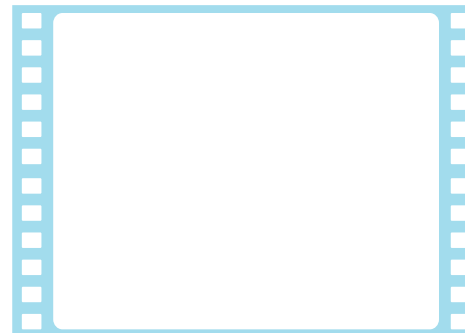
You are a packaging engineer who has created a new, reusable packaging design for a big online retailer. Your retailer is pushing a new “practical packaging” initiative that aims to eliminate the need for packing materials by convincing customers to “opt in” to using specific items like the ones in your design. Create a video pitch for the leadership team that shows how they might promote your design. Plan and record a video of your pitch (3 minutes or less).

Use your design, data collection sheet, and data analysis to complete your pitch.

*Your pitch must:*

- Include the criteria of success for the design.
- Explain how the proposed design meets the criteria.
- Use at least 2 pieces of compelling evidence from your test data and logical reasoning to explain how the design is an improvement upon traditional packaging:
  - Clearly labeled/accurate material usability chart
  - At least 2 patterns in class Materials Use Survey data
  - Damage prevention to item (observations during testing)
- Convince sellers to invest in your design!

**Use this storyboard to plan out your commercial**

Scene:	Duration:	Scene:	Duration:	Scene:	Duration:
					
Notes:		Notes:		Notes:	
Scene:	Duration:	Scene:	Duration:	Scene:	Duration:
					
Notes:		Notes:		Notes:	

# Purposeful Packaging Collaborative Assessment Rubric

Review each student's progress on the following tasks and ask them to reflect on their work and their mindsets.

## Next Generation Science Standards Performance Expectation

- **MS-ETS1-2. Evaluate competing design solutions** using a systematic process **to determine how well they meet the criteria and constraints of the problem.**

	Task <i>Highlight or circle what was completed or observed</i>	Score		
		?	✓	★
<b>Evaluating design solutions</b>	Includes agreed-upon criteria developed as a group.			
	Gives detailed explanation of how the design meets (or does not meet) the criteria.			
	Uses at least 2 pieces of compelling evidence from your test data and logical reasoning to support an explanation of how their design is an improvement upon traditional packaging.			
<b>Visualizing and finding patterns in data</b>	Includes a clearly labeled and accurate chart.			
	Includes at least 2 examples of patterns found in Materials Use Survey data.			
<b>Overall Score</b>				

**Notes from the student:**

**Notes from the educator:**

## Student Self-Reflection

Ask the student to circle the face that shows how they feel about each question.

BOLD: Did you try new things?	?	✓	★	PERSEVERANT: Did you keep trying even when it was not easy?	?	✓	★	COLLABORATIVE: Did you work as a team?	?	✓	★
CURIOUS: Did you ask questions today?	?	✓	★	EMPATHETIC: Did you listen to others?	?	✓	★	Did you enjoy this activity?	?	✓	★

Which one of the mindsets above do you want to practice more? How will you practice it?