

# FORECASTING STOCK PRICES PROJECT RUBRIC

## MECHANICS = 75% +/-

Design Element	Page One	Page Two	Page Three	SCORING CRITERIA
<b>Chart Title:</b> Line One: "Company Name" Line Two: "Closing Stock Prices 1/1/2004 to 1/1/2013" Line Three: "One Time Unit = 6 Months"				Pages One & Two - 6 points possible per page; Page Three - 3 points possible
<b>Regression Line Clearly Visible One Plot</b>				Pages One & Two - 4 points possible per page
<b>Correct Equation Shown IN CONTEXT</b>				Pages One & Two - 10 points possible per page
<b>Axe's Labels Correct &amp; Clearly Visible</b>				Pages One & Two - 8 points possible per page; Page Three 4 points possible
<b>Adjust Axis Max/Min So Points Fill Plot Area</b>				Pages One & Two - 4 points per page; Page Three - 2 points
<b>Between 4 - 6 Numeric Labels On Each Axis</b>				Pages One & Two - 8 points possible per page; Page Three 4 points possible
<b>Plot Area &amp; Chart Area Have Different Backgrounds</b>				Pages One & Two - 4 points per page; Page Three - 2 points
<b>Font Size Big Enough To Read</b>				Pages One & Two - 6 points possible per page; Page Three - 3 points possible
<b>Page Border Included On Each Page</b>				Page One, Two & Three - 3 points per page
<b>Correct Headings Above Each Display: Name Model and Show Generic Ordered Pair</b>				Pages One & Two - 6 points possible per page; Page Three - 3 points possible
<b>Correct Headings Below Each Display: "Forecasted Price As of _____ = \$ _____"</b>				Three points per display - Pages One & Two - 6 points possible per page; Page Three - 3 points possible
<b>R<sup>2</sup> Reported For Each Model (Rounded to Hundreth)</b>				Two points per model (5 models on Page Three only - 10 points possible)

Models Ordered By R <sup>2</sup> (Highest On Top)			5 points possible (Page Three only)
Models Reported In Context			Three points per model; Pages One & Two - 6 points possible per page; Page Three - 15 points possible
Values of X Correctly Matched To Date			Three points per forecast; Pages One & Two - 6 points possible per page; Page Three - 15 points possible
FORECASTED PRICES ARE CORRECT			Ten points per forecast; Page One and Two - 20 points per page; Page Three - 50 points per page.
<b>TOTAL MECHANICS POINTS PER PAGE</b>			<b>TOTAL POINTS FOR MECHANICS ALL PAGES</b>

## AESTHETICS & EFFECTIVENESS OF COMMUNICATION - 25% +/-

This portion of the grade will assess:

- \* The quality and appropriateness of the graphics used
- \* The selection of font sizes to maximize visibility without crowding
- \* Aesthetic mixing of colors
- \* The visibility of important elements highlighted by size, color and other EXCEL style elements
- \* Correct calculations influence the effectiveness of communication
- \* Attention to details in capitalization & other visual elements so the work product looks consistent throughout.
- \* Creative embellishment enlists effective design elements not used by others in the class.

In short, HOW PROFESSIONAL DOES YOUR WORK LOOK?

**MECHANICS**                      **AESTHETICS**                      **GRAND TOTAL**  
+      =

+

=

FINAL SCORE