

El Menu

Task: Your local community restaurant owners would like to attract more foreign customers. The managers would like a menu in Spanish of the most popular items served in their restaurants. In addition they are asking for written directions for use over the phone. You have been selected to design a Spanish menu and write directions to facilitate servicing the Spanish-speaking customers.

Menu	Novice (6)	Apprentice(7.5)	Practitioner (8.5)	Expert(10)
Menu selection ____ x 2 = ____	Menu not divided into sections	2-4 sections labeled	5 sections labeled	> 5 selections labeled
Food ____ x 2 = ____	<2 entries in each section	2 entries in each section	3 entries in each section	> 3 entries in each section
Cover _____	<2 of practitioner column	2-3 of practitioner column	Restaurant name Logo Decorative/colorful	All in practitioner column plus brief history of restaurant
Design _____	<2 appropriate artwork included	2-3 appropriate artwork included	4 appropriate artwork included	All in practitioner column plus symbol that highlights favorite or spicy dishes
Descriptions _____	<2 menu items have brief descriptions	2 menu items have brief descriptions	3 menu items have brief descriptions	> 3 menu items have brief descriptions
Price _____	1 items are missing prices	All prices given in US dollars	All prices are in dollars and one other monetary unit	All prices are in dollars and 2 different monetary units
Use of language _____ x2 = _____	>6 errors in use or spelling	5-6 errors in use or spelling	3-4 errors in use or spelling	<3 errors in use or spelling
Written directions ____ x 2= _____	Unclear directions	Clear yet inaccurate directions	Clear and accurate directions using street names/landmarks from 1 main roadways	All in practitioner column plus directions from 2 or more main roadway
Vocabulary in directions _____	>4 errors in use or spelling	3-4 errors in use or spelling	2 errors in use or spelling	0-1 errors in use or spelling