

Product Rubric

	4	3	2	1
Professional Look	Final product would be ideal to show to a professional investor.	Final product is neat, organized, and presented in a professional manner.	Final product is somewhat neat, organized, or semi-professional.	Final product is not neat and organized.
Alignment to Topic	Final product would be ideal for a professional portfolio for someone in the chosen field.	Final product aligns to chosen field in all aspects.	Final product somewhat aligns to chosen field or is too broad to demonstrate knowledge in chosen field.	Final product has limited alignment to chosen topic.
Originality & Creativity	Final product is completely new and/or innovative. Creativity is evident in the final product.	Final product shows original thoughts and ideas and clearly demonstrates a unique design.	Final product has some original design or shows creativity in adapting an existing idea.	Final product is not original or is too similar to existing ideas.
Obvious Effort	The final product obviously took a substantial amount of time and effort.	Clear effort is obvious throughout the product.	Evidence of effort is present, but some aspects could have been better.	Effort is limited.
Support to Final Play	The final product is required for the overall success of the play.	The final product is important to the overall success of the play.	The final product relates to the success of the play.	The final product is somewhat related to the final play.
Aligns to approved cover page	Full matches cover page.	Includes most elements of cover page.	Includes some elements of cover page, but few.	Does not match cover page (or cover page doesn't exist)

Designer Name _____ Area of Focus _____

Product Number (1) (2) (3) (4)

Scored by Peer #1

Professional Look (1-4): _____ Alignment to Topic (1-4): _____ Originality/Creativity (1-4): _____

Obvious Effort (1-4): _____ Support to Final Play (1-4): _____ Aligns to Cover Page (1-4): _____

Total Score: _____/24

Peer's Notes:

Designer Name _____ Area of Focus _____

Product Number (1) (2) (3) (4)

Scored by Peer #2

Professional Look (1-4): _____ Alignment to Topic (1-4): _____ Originality/Creativity (1-4): _____

Obvious Effort (1-4): _____ Support to Final Play (1-4): _____ Aligns to Cover Page (1-4): _____

Total Score: _____/24

Peer's Notes:

Designer Name _____ Area of Focus _____

Product Number (1) (2) (3) (4)

Scored by Peer #3

Professional Look (1-4): _____ Alignment to Topic (1-4): _____ Originality/Creativity (1-4): _____

Obvious Effort (1-4): _____ Support to Final Play (1-4): _____ Aligns to Cover Page (1-4): _____

Total Score: _____/24

Peer's Notes:

Scored by Self

Professional Look (1-4): _____ Alignment to Topic (1-4): _____ Originality/Creativity (1-4): _____

Obvious Effort (1-4): _____ Support to Final Play (1-4): _____ Aligns to Cover Page (1-4): _____

Total Score: _____/24