

Product Quality Rubric

Project Title: _____

Student(s) Being Reviewed: _____

Reviewer Name: _____

Self Review Peer Review Teacher Review

Category	Excellent (4 pts)	Good (3 pts)	Developing (2 pts)	Needs Improvement (1 pt)
Visual Quality	Clean, high-resolution output; colors print accurately and clearly	Mostly clean and accurate with minor imperfections	Some print issues or visual flaws present	Blurry, low-quality print or poor color quality
Alignment & Layout	Elements are well-aligned, balanced, and spaced; strong visual hierarchy	Mostly aligned with slight layout or spacing issues	Several misaligned or uneven elements	Layout feels messy or unprofessional
Spelling & Accuracy	No errors; all info (names, dates, event details) is correct	1 minor typo or factual error present	More than 1 typo or factual error	Multiple major errors affecting clarity or professionalism
Brand Consistency	Colors, fonts, and tone match business identity; clearly on-brand	Mostly consistent; minor mismatches	Style feels inconsistent or unfocused	Design does not match the brand or business image
Finishing & Craftsmanship	Trimmed, packaged, and handled with care; ready for customer delivery	Finished with minor imperfections	Some damage or poor cutting/handling	Not finished or poorly handled
Creativity & Effort	Original, thoughtful design with clear effort and attention to detail	Meets expectations with solid effort	Feels rushed or overly templated	Minimal effort or lacks originality

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Total Score (out of 24): _____

- 21–24** = *Professional & Customer-Ready*
- 17–20** = *Good Work, Minor Revisions Needed*
- 13–16** = *Developing, Needs More Attention*
- 12 or Below** = *Needs Significant Revision*

Reviewer Comments

1. One strength of this project is:

2. One suggestion to improve this design:

3. If this were going to a real customer, is it ready? Why or why not?
