Peer Critique Rubric

Project Name: _____   Designer's Name: _____   Reviewer's Name: _____   Date: _____

Category	Excellent (4 pts)	Good (3 pts)	Needs Work (2 pts)	Unclear (1 pt)
Alignment	Everything is consistently aligned; clean and professional look	Mostly aligned; minor inconsistencies	Several items feel out of place or randomly placed	Design appears messy or misaligned throughout
Contrast	Strong contrast makes text and elements stand out clearly	Some contrast used effectively	Limited contrast; text/images blend into background	Difficult to read or distinguish content due to poor contrast
Hierarchy	Visual flow makes it clear what to look at first	Main message is clear, but order could be stronger	Design lacks clear visual order	Viewer is confused about where to look first
White Space	Excellent use of space; nothing feels crowded	Generally balanced layout	Some areas feel crowded or too empty	Overcrowded or too much blank space with no purpose
Brand Identity	Fonts, colors, and images match the intended audience/brand	Mostly consistent with intended brand	Inconsistent or unclear brand style	No clear style; doesn't match the project purpose
Creativity & Originality	Very creative and unique approach to the design	Some original elements or creative flair	Mostly based on templates; little originality	Lacks creativity or effort

🗣️ Constructive Feedback

1. One thing I really liked about this design was:

_____

_____

2. One thing that could be improved is:

_____

_____

3. I think this design communicates:

_____