

## Product/Prototype Design Rubric

<u>Rating Scale</u>	0	Inadequate – Information not shown or on a very minimal level
	2	Adequate Information but at minimal standards
	3	Excellent Quality of information

Co-Branding	0		2		3			
Partner Logo Design	0		2		3			
Product Description								
Picture	0		2		3			
Word Description	0		2		3			
Slogan	0		2		3			
Clearly Stated								
Ties In To Overall Market Strategy								
Brand Name & Brand Mark (logo)	0		2		3			
Use of Appropriate Colors	0		2		3			
Creative Design	0		2		3			
Impact Towards Target Market	0		2		3			
Originality	0		2		3			
Construction	0	2	3	4	5	6	7	8

(Minus 10 points every day late)

**\*\*Bonus Points Awarded for Outstanding Design and Marketing\*\*** Max (3 points)

**TOTAL** ----- • /38 Points      **Due** \_\_\_\_\_

Student \_\_\_\_\_