

All-Purpose Product Rubric

Name: _____

Criteria	Excellent (Full Credit)	Good (Half Credit)	Poor (No Credit)	Self
Content: Is the content of the product well chosen?	Content chosen represents the best choice for the product. Graphics are well chosen and related to content.	Information or graphics are related to content, but are not the best choice for the product.	Information or graphics presented do not appear to be related to topic or task.	
Completeness: Is everything included in the product?	All information needed is included. Product meets the product criteria and the criteria of the task as stated.	Some important information is missing. Product meets the product criteria and the criteria of the task as stated.	Most important information is missing. The product does not meet the task or does not meet the product criteria.	
Creativity: Is the product original?	Presentation of information is from a new perspective. Graphics are original. Product includes an element of fun and interest.	Presentation of information is from a new perspective. Graphics are not original. Product has elements of fun and interest.	There is no evidence of new thoughts or perspectives in the product.	
Correctness: Is all of the information included correct?	All information presented in the product is correct and accurate.	N/A	Any portion of the information presented in the product is incorrect.	
Communication: Is the information in the product well communicated?	All information is neat and easy to read. Product is in appropriate format and shows significant effort. Oral presentations are easy to understand and presented with fluency.	Most of the product is neat and easy to read. Product is in appropriate format and shows significant effort. Oral presentations are easy to understand, with some fluency.	The product is not neat and easy to read or the product is not in the appropriate format. It does not show significant effort. Oral presentation was not fluent or easy to understand.	
			Total Grade:	

Figure 4.1. All-purpose product rubric.