

Name: \_\_\_\_\_

Class/Period:  FIMA



## Product Design Rubric

	Always 5 Points	Almost Always 4 Points	Sometimes 3 Points	Rarely 2 Points	Never 1 Point
Do Now # 8 and all activities were completed entirely and on time					
One or more sketches were uploaded into AI properly and outlined using various pen tool strokes and/or styles					
Each element or part of the product is considered (filled with a color, gradient, texture, pattern) This includes the front, back, and sides of the product					
Final product design has the following; Title of product, name of company, targeted consumer, color swatches, pattern and/or texture, 3 or more callouts, and a background					
Final product was well thought out, creative, original, and shows good craftsmanship and effort					

Total: \_\_\_\_\_ / 25