

Product Package Design Rubric

	Excellent	Proficient	Adequate	Limited
Diagrams	<ul style="list-style-type: none">• My diagrams show clearly the old package design and my improved package design.• All parts and materials are labelled.	<ul style="list-style-type: none">• My diagrams show clearly the old package design and my improved package design.• Most parts and materials are labelled.	<ul style="list-style-type: none">• My diagrams show somewhat the old package design and my improved package design.• Some parts and materials are labelled.	<ul style="list-style-type: none">• My diagrams show poorly the old package design and my improved package design.• Parts and materials are not labelled.
Explanation of Design	My explanation tells clearly how and why I designed a better package.	My explanation tells how and why I designed a better package.	My explanation tells how or why I designed a better package, but not both how and why.	My explanation does not tell how or why I designed a better package, or it is difficult to understand.
Project	My project shows that I have an excellent understanding of how products are packaged.	My project shows that I have a good understanding of how products are packaged.	My project shows that I have some understanding of how products are packaged.	My project shows that I have little understanding of how products are packaged.