

Peer Reviewer Name: _____

Student Name: _____

Total Points: _____ \150

Review Criteria	Exceeding (40)	Meeting (30)	Developing (20)	Needs Improvement (10)	Reviewer Rationale Comments/Suggestions
Formatting/Appearance	Makes excellent use of font, color, graphics, effects, etc. to enhance the document.	Makes good use of font, color, graphics, effects, etc. to enhance to document.	Makes use of font, color, graphics, effects, etc. but occasionally these detract from the document content.	Use of font, color, graphics, effects etc. but these often distract from the document content.	
Organization	Content is well organized using headings or bulleted lists to group related material.	Uses headings or bulleted lists to organize, but the overall organization of topics appears	Content is logically organized for the most part.	There was no clear or logical organizational structure make content difficult to read and understand.	
Industry Standard	Improving on current industry standards.	Meets industry standards.	Needs additional development to meet industry standards	Missing too many components to be submitted for client review.	
Mechanics	No misspellings or grammatical errors.	Three or fewer misspellings and/or mechanical errors.	Four misspellings and/or grammatical errors.	More than 4 errors in spelling or grammar.	
Originality	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.	