

Keith Evan Green | DEA 5210/6210 Grading Rubric | **ASSIGNMENT 1 or 2**

Student Name: _____

Each criterion below is scored 4, 3, 2, 1, or a slash drawn through the four circles.

4 = excellent; 3 = good; 2 = average (needs work); 1 = poor (below expectation); slash through = missing work.

EXPLORATORY PROTOTYPE [5 PTS] : ____ / 5 pts*

4 3 2 1

- ☐ ☐ ☐ ☐ **Technical Initiative** • initial wiring, coding, or sensor/actuator integration.
- ☐ ☐ ☐ ☐ **Conceptual Clarity** • a basic but understandable idea responding to the design challenge.
- ☐ ☐ ☐ ☐ **Experimentation** • explores unfamiliar or ambitious components or interactions.
- ☐ ☐ ☐ ☐ **Presentation/Communication** • communicates what was attempted and learned.

CONCEPT VALIDATION PROTOTYPE [10 PTS] : ____ / 10 pts* → only for ASSIGNMENT-2

- ☐ ☐ ☐ ☐ **Functional Core Interaction** • exhibits key interaction or system behavior.
- ☐ ☐ ☐ ☐ **Design Rationale & Iteration** • informed by testing or critique
- ☐ ☐ ☐ ☐ **Technical Integration** • hardware/software components are working together reliably.
- ☐ ☐ ☐ ☐ **Usability & Engagement** • potential for user engagement or practical utility.
- ☐ ☐ ☐ ☐ **Presentation & Storytelling** • tells a compelling story: problem, process, outcome.

REFINED PROTOTYPE [10 PTS] : ____ / 10 pts*

- ☐ ☐ ☐ ☐ **System Robustness** • functions consistently under expected conditions.
- ☐ ☐ ☐ ☐ **Design Fidelity** • physical form and interaction modality are polished and coherent.
- ☐ ☐ ☐ ☐ **Responsiveness to Feedback** • incorporates peer, instructor, and/or user feedback.
- ☐ ☐ ☐ ☐ **User Experience / Interaction** • thoughtful user flow / interaction experience.
- ☐ ☐ ☐ ☐ **Presentation & Storytelling** • tells a compelling story: problem, process, outcome.

VIDEO [15 PTS] : ____ / 15 pts*

- ☐ ☐ ☐ ☐ **Visual appeal** in first seconds (if applicable: name (identity, branding) of artifact).
- ☐ ☐ ☐ ☐ **Tells the story: the interaction experience:** *where/when/why/how/for what.* **CRITICAL**
- ☐ ☐ ☐ ☐ **We know how the design operates** from the video. **CRITICAL**
- ☐ ☐ ☐ ☐ **Big picture** takeaway and visual appeal in final seconds

REPORT [5 PTS] : ____ / 5 pts*

The REPORT includes: (a) a name/logo for your prototype; (b) best photo—jpg 300dpi; (c) scenario; (d) brief description of how your prototype operates in technical terms: input/output; (e) photo of your prototype with its key electronic components labeled; (f) design process: what you did overtime—how/why—and outcomes from studies (if any); (g) a discussion of what worked and didn't work and how you would do it differently; (h) a link to your video uploaded to Vimeo (preferable) or YouTube; (i) the code, simply pasted into the document.

- ☐ ☐ ☐ ☐ **Completeness** • all components listed above. (Missing: _____)
- ☐ ☐ ☐ ☐ **Visual appeal** as a work of communication.

DESIGN RESONANCE : the “Intangible Dimension of Design” – impacts grading above

- 4** ○..... Stands out as memorable or thought-provoking: emotionally/intellectually resonant.
- 3** ○..... Exhibits some originality or depth, though not as developed as expected of this stage.
- 2** ○..... Generic or mechanical; shows limited reflection or intent beyond meeting basic criteria.
- 1** ○..... Does not demonstrate meaningful engagement: lacks coherence, originality, or purpose.
- ○ ○ ○ **Extent to which your work meets the quality of models shared in class/coursepage.**

*The grade is NOT simply the sum of the radio scores above (i.e. the marked circles), but rather an assessment of the overall quality and completeness of the work, especially with respect to the benchmark, “model” student examples shared in class and on the coursepage.