

Keith Evan Green | DEA 5210/6210 Grading Rubric

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.

Some assignments may not include Documentation and Video. Refer to the coursepage for details.

4 3 2 1

Demo/Design Quality: ____ / 20 pts*

- A unique name** for your prototype
- A compelling concept** • fits intention; captures us or moves us in some way.
- Functionality of prototype** • works/operates as expected; not missing critical feature(s).
- Well-designed prototype** • attractive, compelling, elegant, and/or....
- Fabrication quality of prototype** • prototype is well constructed/finished.
- Extent to which your prototype meets the quality of models shared in class/coursepage**

Report (i.e., Documentation): ____ / 5 pts*

- (a) unique name for your prototype
- (b) money shot (best photo, jpg 300dpi) — you likely need > 1 to show different states
- (c) scenario that describes how people interact with your design, where, to what end
- (d) a brief description of how your prototype operates in technical terms: input/output
- (e) photo of your prototype with its key electronic components labeled
- (f) the 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
- Extent to which your report meets the quality of models shared in class/coursepage**

Video: ____ / 20 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
- Extent to which your video meets the quality of models shared in class/coursepage**

Other comments, if any:

*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 (what is the most current syllabus document for this course).