

# Grading Rubric s.16

	★	●	◉	○	○	Comments	Interventions	Interactions	Communications	Space & Place
<b>RESEARCH</b>										
Environmental observations and community engagements were insightful and sufficient in length.	5	4	3	2	1		■			
Employed a range of research methods, engaging people in their environments, producing a spectrum of insight.	5	4	3	2	1					■
Research work captured with scripts, images, and recordings, in an organized manner.	5	4	3	2	1					■
Research work interpreted and visualized into useful, informative models to drive development.	5	4	3	2	1					■
<b>IDEATION + CONCEPT DEVELOPMENT</b>										
Developed a range of rough, conceptual sketches.	5	4	3	2	1					■
Clarity in language and appropriate, meaningful message.	5	4	3	2	1			■	■	
Clear, easy to understand, accessible information.	5	4	3	2	1			■		
Deep, logical connection between research and concepts.	5	4	3	2	1		■			■
Concepts demonstrate original thinking.	5	4	3	2	1		■			■
<b>REALIZATION</b>										
Prototypes are developed to a degree that supports validation and testing in Behavioral Psychology course.	5	4	3	2	1		■			
Applies principles of behavioral psychology to the content design and interaction flow.	5	4	3	2	1			■		
Establishes consistent, professional, high quality design language and intuitive user flow.	5	4	3	2	1			■		
Conscious use of negative space to bring structure to the form and clarity to the message.	5	4	3	2	1					■
Appropriate use of type and image enhances meaning.	5	4	3	2	1			■	■	
Storyboards, sketches, or models clearly communicate scenarios or context(s) of use.	5	4	3	2	1		■			■
<b>DELIVERABLES</b>										
Attention to detail and high quality craftsmanship.	5	4	3	2	1		■	■	■	■
Documentation is clear and comprehensive demonstrating both what the team learned through research and the design outcomes.	5	4	3	2	1					■
<b>OVERALL</b>							25%	20%	20%	25%
Thorough and comprehensive engagement in the design process grasping the leap from present to future state. Produced relevant, innovative work.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>R</b>					
	☐ Late → Project grade reduced by one letter per day.									
<b>ENGAGEMENT 10%</b>										
Prompt. Engaged in the classroom; effective use of time.	5	4	3	2	1	☐ Three absences → Course grade reduced by one letter.	☐ Six absences → You will be unable to pass this course.			