

Grading Rubric F.16

	★	●	◉	○	○	Comments	Interactive Cube	Airport Experience	Miele Interface	Ambient Device	No Brief	Objectives
RESEARCH												
Hypothesis or hunt statement show clear direction.	5	4	3	2	1		■			■		① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Employed a range of research methods, engaging people in their environments, producing a spectrum of insight.	5	4	3	2	1		■			■		① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Research work captured with scripts, images, and recordings, in an organized manner.	5	4	3	2	1		■			■		① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Research work interpreted and visualized into useful, informative models to drive development.	5	4	3	2	1		■			■		① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
IDEATION + CONCEPT DEVELOPMENT												
Strong concept; consideration of object as a whole design.	5	4	3	2	1		■					① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Strong concept that brings value to people's lives.	5	4	3	2	1			■		■		① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Deep, logical connection between research and concepts.	5	4	3	2	1			■			■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Concepts are relevant to context of the research space.	5	4	3	2	1			■			■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Developed concepts through team whiteboarding.	5	4	3	2	1			■			■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Developed a range of rough, conceptual sketches.	5	4	3	2	1		■	■			■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
REALIZATION												
Prototypes or wireframes bring strongest concepts to life.	5	4	3	2	1				■	■	■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Storyboards, sketches, or models clearly communicate scenarios or context(s) of use.	5	4	3	2	1			■		■	■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Materials evoke appropriate meaning and elicit interaction.	5	4	3	2	1		■					① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Object or UI contains a clear hierarchy and affordances of use, providing access to its purpose or functions.	5	4	3	2	1		■		■			① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Consideration of human factors and ergonomics (HFE).	5	4	3	2	1		■			■		① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Users engaged in validation with redesigns as needed.	5	4	3	2	1			■			■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
DELIVERABLES / PRESENTATION												
Attention to detail and high quality craftsmanship.	5	4	3	2	1		■		■	■		① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Presentation is professional with effective slides, presenting a coherent, logical progression of the research; the design outcome is explained clearly and in context.	5	4	3	2	1			■			■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
Documentation + deliverable is clear and comprehensive demonstrating both what the team learned through research, the design outcomes, and possible directives.	5	4	3	2	1						■	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
OVERALL							15%	15%	15%	15%	30%	
Thorough and comprehensive engagement in the design process grasping the leap from present to future state. Produced relevant, innovative work.	A	B	C	D	R							① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
	<input type="checkbox"/> Late → Project grade reduced by one letter per day.											
ENGAGEMENT 10%												
Prompt. Engaged in the classroom; effective use of time.	5	4	3	2	1	<input type="checkbox"/> Three absences → Course grade reduced by one letter.	<input type="checkbox"/> Six absences → You will be unable to pass this course.					① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨