

Student Name: _____

Grade: _____

A1: Thinking About Design Grading Rubric

Overall Impression (see course site for description)

5 Outstanding	4 Great	3 Good	2 Satisfactory	1 Unsatisfactory
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1. Breadth (for each 10 components) – 50%

Check+	Check	Check- (-2.5%)	No Check (-5%)
Idea/interaction is described with great clarity. Rationale for it being a poor/great design is clear and understandable. A reader “viscerally” understands your experience.	Interaction or rationale is described so that it is understood. Some rationale is provided.	Either interaction or rationale is unclear. Usually happens if you are describing something long after having experienced it.	Not present.

1	2	3	4	5	6	7	8	9	10

2. Principles (for each 5 principles) – 25%

Check+	Check	Check- (-2.5%)	No Check (-5%)
Well described principle with excellent descriptive label, excellently supported by evidence.	Good principle with some support from previous step.	Moderately reasonable label or principle, or poorly supported by breadth component.	Not present.

1	2	3	4	5

3. Artefact (25%)

	Check+	Check	Check- (-1/2)	No Check
description or artifact & interaction (10%)	Well-described artifact and interaction	Description appears	Description is perhaps partly unclear	Not present
principles in rationale (10%)	Principles meaningfully referred to	Principles referred to	Principles are not used consistently with description	Not present
clarity (5%)	Ideas presented well	Ideas are present, no Pulitzer	Some problems with clarity	Steaming

Comments: