

CEAB Attribute	Weight	Fails		Below (50%)	Meets (75%)	Exceeds (100%)	
		Not Demonstrated (0%)	Not understood (25%)				
Communication	Structure a logical argument and develop clear paragraph structures	10%	No Introduction. No conclusion. No central Message.	Introduction doesn't orient the reader to the subject of the document. Multiple inconsistent messages throughout the text.	Introduction minimally orients the reader to the subject of the document. Central message can be deduced but is not explicitly stated or reinforced. Conclusion is vague.	Introduction orients the reader to the subject of the document. Central message is clear and consistent throughout the text. Conclusion is clear, unexaggerated and without unnecessary extra text.	Introduction orients and contextualizes the reader to the subject of the document and clearly defines the document's objectives. Central message is clear, consistent and interesting. Grammar and sentence structure has been well-groomed. Conclusion is engaging and thoroughly explores the issues, implications and significance of the subject.
Design	Prototyping	35%	Does not create a prototype.	Creates an irrelevant prototype with no obvious objectives.	Creates a minimally useful prototype and vaguely describes the prototypes objectives.	Creates a useful prototype and clearly defines the prototype's objectives.	Perfectly describes the prototyping objectives and clearly makes an effort to produce the simplest and most useful prototype for achieving these particular objectives.
Problem Analysis 1	Test plan, functional prototype and feedback	35%	No test plan, functional prototype, results or feedback are presented.	Prepares a test plan with unclear or irrelevant objectives, creates a non functional prototype, captures useless results, and provides no insight based on feedback.	Prepares a vague prototyping test plan, creates a partially functional prototype, captures minimal results and extracts minimal insight from feedback.	Prepares a good prototyping test plan, creates a functional prototype, captures important results and extracts interesting insight from feedback.	Prepares a clear and concise prototyping test plan, creates a completely functional prototype as expected, captures all important results and clearly makes an effort to extract interesting and useful insight from feedback while identifying how this information can be used to improve the solution.
Problem Analysis 2	Transfer of knowledge	20%	Makes no attempt to incorporate previous project work.	Makes vague reference to previous work, but does not apply previously learned knowledge and skills to latest work.	Makes reference to previous work and attempts to apply previously learned knowledge and skills to latest work.	Makes reference to previous work and demonstrates the application of previously learned knowledge and skills to latest work.	Makes explicit reference to previous work and clearly demonstrates and further develops previously learned knowledge and skills through its application to the latest work.