

## Preview Rubric

### Project B

Criteria	Exceeds	Meets	Below	Not Understood	Not Demonstrated
<b>Communication: Structure a logical argument and develop clear paragraph structures</b>	<p>10 points</p> <p>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.</p>	<p>7.5 points</p> <p>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.</p>	<p>5 points</p> <p>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.</p>	<p>2.5 points</p> <p>Introduction doesn't orient the reader to the subject of the document. Multiple inconsistent messages throughout the text.</p>	<p>0 points</p> <p>No Introduction. No conclusion. No central Message.</p>
<b>Problem Analysis: Information collection and problem statement</b>	<p>40 points</p> <p>Perfectly articulates client needs/problems and defines all relevant information. Prioritizes needs and recognizes unknown information and converts this into a short, specific and sexy statement, which is long enough, but not</p>	<p>30 points</p> <p>Accurately defines client needs/problems and relevant information. Prioritizes needs and formulates a clear problem statement, which may not be entirely short, specific and sexy or of a proper, usable length</p>	<p>20 points</p> <p>Vaguely identifies client needs/problems. Identifies minimal relevant information. Vaguely defines the problem statement or defines one which is not short, specific and sexy or which is too long or too short</p>	<p>10 points</p> <p>Misrepresents client needs/problems. Does not gather relevant information. Does not capture the problem at all or captures an incorrect or unrelated problem statement</p>	<p>0 points</p> <p>Does not state/identify the client's needs/problems. Does not collect related necessary information and does not create a valid problem statement.</p>

	too long. In this way, formulates a clear problem statement which includes what the problem is, who has the problem, and what form the solution should have.				
<b>Design: Benchmarking, (from which metrics and specifications can be derived later)</b>	50 points  Successfully identifies all relevant information about client needs and existing related products demonstrating clear evidence of critical thinking. Provides an organized, categorized, prioritized, high-quality list of client needs and important solution attributes.	37.5 points  Identifies necessary and relevant information about client needs and existing related products. Provides enough information about client needs and important solution attributes, with some attempt at prioritization.	25 points  Minimally collects and references background information regarding client needs and existing related products with minimal effort at prioritization or organization.	12.5 points  Gathers and makes reference to non-relevant background information about client needs and/or existing products. Specifies non-relevant needs unrelated to client information.	0 points  Does not make any reference to identified client needs or existing solutions. Does not create a list of client needs or refer to existing related products.
<b>Overall Score</b>	<b>Exceeds 100 or more</b>	<b>Meets 75 or more</b>	<b>Below 50 or more</b>	<b>Not understood 25 or more</b>	<b>Not demonstrated 0 or more</b>
	Perfect Score	Corresponds to B+ or higher, but not perfect	Corresponds to D or higher	Poor	Not acceptable