

Criteria	Exceeds	Meets	Below	Not Understood	Not Demonstrated
Communication: Structure a logical argument and develop clear paragraph structures	10 points 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.	7.5 points 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.	5 points 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.	2.5 points Introduction doesn't orient the reader to the subject of the document. Multiple inconsistent messages throughout the text.	0 points No Introduction. No conclusion. No central Message.
Analysis: Feedback, test plan, meeting preparation	30 points Extracts interesting and useful insight from feedback while identifying how this information can be used to improve the solution, prepares a clear and concise prototyping test plan, and presents a detailed and well-thought out preparation for the client meeting.	22.5 points Extracts interesting insight from feedback, prepares a good prototyping test plan, and presents adequate preparation for the client meeting.	15 points Extracts minimal insight from feedback, prepares a vague prototyping test plan, and presents minimal preparation for the client meeting.	7.5 points Provides no insight based on feedback, defines a test plan with unclear or irrelevant objectives, and does not present adequate preparation for the client meeting.	0 points No feedback, test plan or meeting preparation is presented.
Design: Prototyping	40 points Perfectly describes the prototyping objectives, clearly makes an effort to produce the simplest and most useful prototype for achieving these particular objectives and is highly creative in an effort to optimize the use of available materials.	30 points Creates a useful prototype, clearly defines the prototype's objectives and makes an effort to optimize the use of available materials.	20 points Creates a minimally useful prototype, vaguely describes the prototypes objectives and makes very little effort to optimize the use of available materials.	10 points Creates an irrelevant prototype with no obvious objectives.	0 points Does not create a prototype.
Life-long Learning: Transfer of knowledge	20 points Makes explicit reference to previous work and clearly demonstrates and further develops previously learned knowledge and skills through its application to the latest work.	15 points Makes reference to previous work and demonstrates the application of previously learned knowledge and skills to latest work.	10 points Makes reference to previous work and attempts to apply previously learned knowledge and skills to latest work.	5 points Makes vague reference to previous work, but does not apply previously learned knowledge and skills to latest work.	0 points Makes no attempt to incorporate previous project work.
Overall Score	Exceeds 100 or more	Meets 75 or more	Below 50 or more	Not understood 25 or more	Not demonstrated 0 or more
	Perfect Score	Corresponds to B+ or higher, but not perfect	Corresponds to D or higher	Poor	Not acceptable