

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, unexagerated and without unecessary 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: Analysis and Evaluation	30 points Chooses concepts for further development by analysing and evaluating concepts against important design criteria. Justifies reasoning at each step of the process.	22.5 points Chooses concepts for further development by analysing and evaluating concepts against important design criteria.	15 points Chooses concepts for further development and vaguely justifies choices.	7.5 points Chooses concepts for further development, but provides no justification.	0 points Does not analyze or evaluate concepts. Does not choose concepts for further development.
Design: Concept Generation	40 points Skillfully demonstrates and describes a group design concept based on individual concepts. Presents its advantages and drawbacks. Clearly demonstrates how concepts relate to target specifications.	30 points Clearly demonstrates and describes a group design concept based on individual concepts. Presents its advantages and drawbacks. Relates concept to target specifications.	20 points Vaguely demonstrates and describes a group design concepts. Vaguely relates concept to target specifications.	10 points A group design concept is provided, but is unclear and not well described. Concept is not related to target specifications.	0 points No group design concept provided.
Life-long Learning	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