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 uneccesary 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.
Prototyping	35 points Perfectly describes the prototyping objectives and clearly makes an effort to produce the simplest and most useful prototype for achieving these particular objectives.	26.25 points Creates a useful prototype and clearly defines the prototype's objectives.	17.5 points Creates a minimally useful prototype and vaguely describes the prototypes objectives.	8.75 points Creates an irrelevent protopye with no obvious objectives.	0 points Does not create a prototype.
Investigation: Business Model	35 points Prepares a clear and concise prototyping test plan, performs strong modeling while identifying assumptions, 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.	26.25 points Prepares a good prototyping test plan, performs adequate modeling, captures important results and extracts interesting insight from feedback.	17.5 points Prepares a vague prototyping test plan, performs minimal modeling, captures minimal results and extracts minimal insight from feedback.	8.75 points Prepares a test plan with unclear or irrelevant objectives, performs poor modeling based on erroneous assumptions, captures useless results, and provides no insight based on feedback.	0 points No test plan, modeling, results or feedback are presented.
Life-long Learning: Transfer of knowledge	10 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.	7.5 points Makes reference to previous work and demonstrates the application of previously learned knowledge and skills to latest work.	5 points Makes reference to previous work and attempts to apply previously learned knowledge and skills to latest work.	2.5 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** Perfect Score	**Meets** **75 or more** Corresponds to B+ or higher, but not perfect	**Below** **50 or more** Corresponds to D or higher	**Not understood** **25 or more** Poor	**Not demonstrated** **0 or more** Not acceptable