

## DEA 2730 Grading Rubric | CONCEPT

Student Name: \_\_\_\_\_

4 = excellent; 3 = good; 2 = average (needs work); 1 = poor (below expectation); slash through = missing work.

**4 3 2 1**

- Title slide with a name and logo for your design and a best image** (“money shot”) of it.
  - 09 Role Play** • simple video of participants role-playing your scenario; **informs design.**
  - 10 Scenario** • tells story of whom does what, where, with your design. **What changes?**
  - 11 Survey** • UX & user response to design alternatives. No pie charts! **What does it mean?**
  - Final slide showing your print ad** for your design; include people to sell UX/interaction.
  - Yes**  **No** **Animated GIF** • *the GIF file was embedded in slideshow AND an active, video link was provided that linked to a Vimeo or YouTube video – NO GOOGLE DRIVE OR...PERMITTED! (-3pts if “No”)*
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### Print Ad details:

- Well-designed ad** • identity (logo), with catchy name, attractive, captivating.
- Description in ad** • a tag line, understanding of what you’ve design & why we need it.
- Image(s)** • attractive, captivating; includes people to “sell” the UX/interaction.

### Overall:

- OVERALL QUALITY OF WORK AT THIS TIME**
- Yes**  **No** **Digital Files were easy to open and access (-3pt if No)**
- Yes**  **No** **Followed all instructions for this assignment as provided on the course webpage**

Other key comment, if any:

→ Assignment grade: \_\_\_\_\_ / 10 points\*

*\*This grade is NOT the sum of the radio scores (i.e., the marked circles); it's an assessment of the overall quality & completeness of the work.*