

DEA 2730 Grading Rubric | Ideation

Student Name: _____

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

4 3 2 1 Slide number:

01 Mindmaps • exploratory, insightful, thorough, and well-presented.

02 Rapid Prototyping • exploratory, insightful, compelling.

03 Cultural Probe • purposeful, playful, well-crafted **with results & insights**.

04 Interviews • good questions; responses, coding (analysis); **gained insights**.

05 Mood boards (2) • mood captured in **at least two states** (e.g., *on* and *off*).

06 Morphological Chart • deep exploration; pathways to options; **gained insights**.

07 Storyboard • compelling story, clearly told, showing the interaction with humans.

08 Animated GIF • compelling story, clearly told, showing the 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”)*

Overall quality • you applied/understand the methods and **gained insights**

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 comments, if any:

Yes **No** **Evidence you understand** the ideation strategies.

Yes **No** **Evidence you gained insights.**

→ **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.*