

DEA 2730 Grading Rubric | **POSTER and VIDEO**

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

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

**4 3 2 1**

**Poster** that reports on the problem, your response, iterative design & testing, what's learned.

- 1. Money shot** • captivating design; interaction with human(s) – shows at least a part of a human!
- 2. Identify** (logo) with catchy name.
- 3. Pull quote** • quotation or tag line that best defines your design, in larger type.
- 4. Abstract** • answers to all the questions in my guide - *a critical part of the poster.*
- 5. Interaction** • storyboard, role play, or still images from your video to show interaction.
- 6. UX Survey** • **10 questions**; results from 5 people; bar chart, not pie; **what it means - critical.**
- 7. Think aloud** • **meaningful results** from 5 people; coding; **what it means - critical.**
- 8. Evidence of design iteration** • the design evolved, **informed by ideation and evaluation.**
- 9. Composition of poster** • well structured, compelling, communicates well.
- \*. This poster matches the quality of the model posters on our course page.**
- Yes**  **No** → **Poster file easy to access: [My Name]-Poster.pdf < 15MB / (-3pts if No)**

**Video** that celebrates the story – the experience – with your design, in real-time, in a captivating way.

- 10. Best image or video clip & logo appear** at start of, or early in video. *Captivate us - critical.*
- 11. Video makes understood the human problem addressed.**
- 12. Tells the story**—compelling, motivating, experience of human-device interaction - *critical.*
- 13. Ends with a “big picture” takeaway** with visual appeal. *Captivate us - critical.*
- \*. This video matches the quality of the model videos on our course page.**
- Yes**  **No** → **Word doc with link to Vimeo or YouTube video / (-3pts if No; No Google Drive or...!)**
- Yes**  **No** → **Video file easy to access: [My Name]-Video.mp4 < 30MB / (-3pts if No)**

**Prototype** as presented in the poster & video.

- Design quality** • fits intention/purpose; attractive/compelling.
- Interactivity** • functions as an interactive system, to our understanding.
- Fabrication quality** • well-constructed/finished.

**What did I learn?** - *a critical component of this course!*

- Yes**  **No** → **A pdf scan of the collected “What did I learn?” forms for the semester / (-5pts if No)**
- These forms clearly show lessons learned that impacted the development of the design.**

**Overall**

- Yes**  **No** → **Followed all instructions for this assignment as per the course webpage / (-3pts if No)**
- The poster and video clearly demonstrate that you understand design research methods.**

Other comments, if any:

**Grades:** \_\_\_ /15 pts **POSTER\*** \_\_\_ /15 pts **VIDEO\*** \_\_\_ /100 pts = \_\_\_ **DEA 2730**

*\*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.*