Project:

	YOU MADE INFORMED DECISIONS (~35%)		YOU BUILT IT (~35%)	YOU EFFECTIVELY COMMUNICATED YOUR DESIGN (~30%)		
	DESIGN PROCESS	**DESIGN PRINCIPLES**	**IMPLEMENTATION ****	**STYLE OF POST**	**DESIGN EVIDENCE**	**DEMO VIDEO (if applicable)**
EXPERT	You clearly reflect on each significant step of the user-centered design process that is relevant to this project, and those steps contain best-practice methodology. They are in alignment with both your goals and with each decisions you made. Your description is indistiguishable from that written by a user researcher, and your depth of reflection demonstrates mastery over the design space	Each decision you made is supported by the research or design principles discussed in our reading. Those principles are clearly articulated, use precise terminology, and cite their original source (through links). You have supported your decisions to the degree that it would pass scientific peer-review at top publication venues.	Interacting with your prototype is virtually indistinguishable from interacting with a polished product. Your design is not just functional, but also ambitious and creative.	Your writing is professional in quality. Your document exemplifies a tone and visual style that makes it indistinguishable from highly visible authors and companies on Medium. See: *What does a good post consist of* in *Documenting Your Design Process.*	Visual/Audio evidence clearly shows the design process and aligns with the design decisions made. All media is extremely high quality.	The video is professional in audio quality and visual quality. It exemplifies the functionality of your design while also demonstrating how it meets user needs. By all accounts, its development could be mistaken for a large company such as Google or Apple.
EXCELLENT	You followed the human-centered design process and your design decisions are clearly aligned with that process. You reflect on design tradeoffs and how your process navigated you towards your decision.	Your design shows significant evidence that they were supported by research or design principles. Your terminology is precise and correct.	Your demo is interactive and functional. It may be extremely creative/ambitious but slightly buggy. It may also have polished, bug-free interactions but not as creative/ambitious as the top prototypes	Both style and tone are very strong, but a reader would be able to differentiate between your work and that of a company. For example, this could be because of grammatical issues, unclear pacing.	Visual/Audio clearly shows the design process and aligns with the design decisions made. Media may not completely capture interaction or may not be of professional quality	The video clearly demonstrates your design, but may have audio/visual indicators that this was not profesionally constructed. Still, the demonstration is compelling with good production quality.
GOOD	You mostly followed a design process, but the level of reflection leaves something to be desired. You may be writing summaries more than reflection. Important aspects of your design may be glossed over or important steps in the design process maybe been clearly rushed	You writing shows contains evidence that your decisions are aligned with existing principles, but your terminology may be imprecise. You may be missing some key concepts or some of your references may be incorrect	Your demo is functional with some small bugs. While most of the interactions make sense, some lead to confusing user experience.	Style and tone were pitched correctly, but there are areas of improvement - there may be a section of the post that could use a subheading, or key points emphasized. Writing may be too casual or too formal. Visuals may be distracting.	There are visuals/audio in the post, but it may not align with your writing. There may be a disconnect between the evidence you show and your decisions. An aspect of the design process may have been addressed inadequately.	The video shows all significant interactions, but may not communicate it in the clearest way possible. Transitions in your video may seem choppy or poorly motivated. Either the audio or visual channels might be lacking.
DEVELOPING	A significant component of your reflection may be missing. It may read like a summary rather than a reflection. The length is likely too short with little structure that reflects the design process.	Your writing refers to a couple of design principles, but largely lacks precision and citations (links).	Your demo is limited. The scope of your project was defined in such a way that this should have been completed.	Reads more like a paper would write for another class - not appropriate for a more broad, blogging audience. In addition, there are likely clarity issues, either due to writing content or style.	Critical components of your design process are lacking evidence. From looking at the pictures/video in the post, it is very difficult to discern how your design progressed.	The video is limited. It may be missing a critical component of interaction or have no discernable flow. Production quality was clearly rushed.
NEEDS MORE	Writing is incomplete. Little to no reflection of the design process.	There is little to no evidence that the readings/lectures have been incorporated into this assignment. At best, there are loose references.	While there is evidence of progress towards a demo, there is nothing to interact with.	Format was not adopted to the blog format. For example, may look like a paper was simply copy-and-pasted into the blog. Long blocks of text with no style.	Very little evidence. The images that *are* there do not demonstrate a connection to the design process.	The video does not capture your technology. The audio/video is likely poor with little to no editing.
MISSING	No reflection	No design principles referenced	There is little to no evidence of work on this project.	No style to judge	No documentation of the design process to explain your decisions	There is no evidence of video in your reflection

How to interpret this rubric: By the end of the semester, my goal is for you to be consistently achieving the *Excellent* row in the rubric. This roughly corresponds to A quality work. *Good* roughly corresponds to B quality work. The top row - *Expert* - is given only for truly extraordinary quality and effort (very, very rarely). The weighting for the dimensions are listed above the columns.