

Student Name: _____

Grade: _____

A4: User Centered Design

Overall Impression – 5%

5 Outstanding	4 Great	3 Good	2 Satisfactory	0 Unsatisfactory
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Basics – 5%

Is a PDF (2%)	
Format: Times 12pt, 1" margins (3%)	

Content – 90%

	Check+	Check	Check- (-50%)	No check (-100%)
Problem selection (10 pt)	The design problem chosen is clearly articulated (reiterated!)		The design problem could be inferred from the other writing	Not present
Look method & justification	Method choice is described (as well as how it would be executed). Justification/ rationale is very clear and understandable.	Method is described (and how it would be executed). Some justification/rationale is provided.	Either execution or rationale is unclear, or not believable.	Not present.
Ask method & justification (15pt)				
Try method & justification (15pt)				
Learn method & justification (15pt)				
Rationale for how they complement one another (20pt)	Excellent rationale for how all four methods together helps provide a coherent picture.	Rationale is present, and explains how they work together.	Rationale is unclear, or does not cover all four methods.	Not present.

Comments: