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|  | <h1>EECE DESIGN PROPOSAL RUBRIC</h1> | Document No.: FM-EEC-15-03   |
|   |                                      | Effective Date: May 23, 2022 |
|   |                                      | Supersede: None              |

|                     |                                  |
|---------------------|----------------------------------|
| NAME OF STUDENT(S): | DATE OF EXAMINATION:             |
| DESIGN TITLE:       | NAME AND SIGNATURE OF EVALUATOR: |

| Criteria                       | Poor<br>(1)   | Good<br>(2)  | Excellent<br>(3)  | Score |
|--------------------------------|---|--|---|-------|
| A. Needs of Customer           | The needs of the customer were missing.   | Most of the customer's needs were stated but not prioritized.  | All the customer 's needs were clearly stated and prioritized.  |       |
| B. Design Objectives           | No design objectives were identified.   | Design objectives were clearly stated but did not fully address the needs of the client.   | The design objectives were very clear and addressed all the needs of the client.  |       |
| C. Differentiation             | The proposed solution was entirely similar to the identified nearest product similarity in terms of technology used, functionality, and features. | The proposed solution had very little differentiation from the identified nearest similar product in terms of technology used, functionality, and features but little explanation was given. | The proposed solution is entirely different in terms of technology used, functionality, and features from the identified nearest similar product, and a thorough explanation was provided for each differentiation. |       |
| D. Benefits                    | No benefit was given.   | At most 2 benefits were mentioned but very little discussions were given.  | At least 3 benefits were mentioned and thoroughly discussed.  |       |
| E. Document                    | The document was not written in an organized and coherent manner and without visual representations such as tables, graphs, etc.                  | The document was written in an organized and coherent manner and with complete visual representations such as tables, graphs, etc. but with minor revision.                                  | The document was written in an organized and coherent manner with complete visual representations such as tables, graphs, etc. with no revision.  |       |
| F. Delivery                    | The presenters did not effectively deliver the report by simply reading from the visual materials all the time                                    | The presenters somehow effectively deliver the report but failed to enhance the meaning of the topic being reported  | The presenters effectively deliver the report through use of volume and articulation to enhance the meaning of the topic  |       |
| G. Visual Material             | There was no combination of visual materials and multimedia elements during the oral presentation   | The combination of visual materials and multimedia elements during the oral presentation was fairly used   | The combination of visual materials and multimedia elements during the oral presentation was evident and ideas brought communication to a higher level  |       |
| H. Ability to Answer Questions | The reporters failed to answer the questions being asked  | The reporters moderately answered the questions being asked  | The reporters answered the questions with confidence and used gestures and articulations for emphasis   |       |
| I. Use of Time                 | The reporters exceeded the allotted time by more than 10 minutes  | The reporters exceed the allotted time by not more than 4 minutes  | The reporters presented the entire topic in less than the allotted time   |       |