

Learning Objective	Performance Level					
	7	6	5	4	3	2 1 Mark
	Provides evidence of deep and critical understanding, insight and evaluation associated with the learning objective.	Provides evidence of the integration and evaluation of critical ideas, principles and theories in relation to the learning objective.	Provides evidence of learning going beyond mere replication of content knowledge to show understanding of key ideas, awareness of their relevance, some use of synthesising and analytical skills for the learning objective.	Provides sufficient evidence of learning, such as demonstrations of knowledge of fundamental concepts and basic skills and some attempt at application, to be considered satisfactory for the learning objective.	Provides evidence of limited and unconnected learning, which falls short of fully demonstrating the learning in relation to the learning objective.	Or didn't submit assignment
<b>1. Review at least 10 mobile apps</b> Review shows deep understanding of native or cross-platform applications. Screenshots is complementary to the discussion and the description is focused on the positive (Pros), and negative (cons) aspects of the design, features and functionalities.  The review summarised and demonstrated personal experience and good understanding of well-designed, and executed native or cross-platform applications.  Demonstrated a clear understanding on the development goals and success criteria that would be required to build a good app. Discussions demonstrate clear evidence that the design of prototype will address all design goals.  <b>(30 marks)</b>	Excellent (30 - 25 marks)	Very Good (24 -22 marks)	Good (21 - 19 marks)	Satisfactory (18 - 15 marks)	Poor or Fail (14 - 0 marks)	

<p><b>2. Functional &amp; Interactive Prototype</b> Executive summary of application is clear, concise, and logical from the perspective of functionalities, features and intended users. <b>(10 marks)</b></p> <p>Functional prototype shows at least <b>three</b> features with a coherent and logical flow for all of the key scenarios of the app. The design shows clear evidence of user-centered navigation and overall flow of interactions. <b>(15 marks)</b></p> <p>Evidences of innovative component, a feature or characteristic in the app that cannot be found elsewhere. <b>(5 marks)</b></p> <p>Screens required to support all “use case scenario” are shown. <b>(10 marks)</b></p> <p>Information architecture provided are clear, concise, and logical from perspective of functionalities, features and intended users. <b>(10 marks)</b></p> <p><b>Subtotal out of 60 ( _____ )</b></p>	<p>Excellent (60 - 51 marks)</p>	<p>Very Good (50 - 45 marks)</p>	<p>Good (44 - 39 marks)</p>	<p>Satisfactory (38 - 30 marks)</p>	<p>Poor or Fail (29 - 0 marks)</p>	
<p><b>3. Present and Market (sell) your App</b> The presentation is effective, professional, and clear. We can anticipate what you're trying to achieve. Poster is well designed and attractive. The team is actively showing interests in all presentations, asking questions, giving constructive feedback, and providing satisfying answers during own presentation.</p> <p><b>(10 marks)</b></p>	<p>Excellent (10 - 9 marks)</p>	<p>Very Good (8 marks)</p>	<p>Good (7 marks)</p>	<p>Satisfactory (6 - 5 marks)</p>	<p>Poor or Fail (4 - 0 marks)</p>	
<p><b>Total</b> <b>(out of 100 adjusted into 40% of the unit.)</b></p>						