# PRODUCT CRITERIA GRID – ASSESSMENT BRIEF 1

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| **Grade** | **Content** | **Claim** |
| To achieve <30 | **VERY POOR** Unimaginative and poorly conceived work; work is incomplete or at too basic a level to demonstrate understanding; no design considerations; scripting or coding is not functional; lack of real research or evidence; required reading not undertaken or used very poorly; assessment requirements not followed; plagiarism or no acknowledgement / referencing |  |
| To achieve <40 | **POOR** Poorly conceived work; work is incomplete; not all of seven-deadly wins considered; inconsistent design; scripting or coding is barely functional; minimal research or evidence; required reading barely utilised; assessment requirements partially followed; poor referencing |  |
| To achieve 40+ | **OK** Reasonably creative work; all seven deadly wins considered; some attempt at consistent design; scripting or coding is functional to some extent; reasonable use of research or evidence; some use of required reading; assessment requirements mostly followed; some referencing; basic critical evaluation |  |
| To achieve 50+ | **GOOD** As 40+ Creative and well-conceived work; justification for seven deadly wins clear; demonstrates ability to form brand and product; scripting or coding is functional; reasonable use of research or evidence; some use of required reading; assessment requirements mostly followed; some referencing; reasonable critical evaluation |  |
| To achieve 60+ | **VERY GOOD** As 50+ Very creative and very well-conceived work; unique ideas supported by fun and engaging design; high quality artwork; scripting or coding is very functional; good use of research or evidence; good use of required reading; assessment requirements are followed; good referencing; good critical evaluation |  |
| To achieve 70+ | **EXCEPTIONAL** Exceptionally creative and excellently conceived work; brand of killer app idea extended out further than just the app design; consideration of multiple target audiences across various platforms; scripting or coding is highly functional; excellent use of research or evidence; excellent use of required reading; assessment requirements are followed; excellent referencing; excellent critical evaluation |  |