

Marking Rubric for Assignment 1

CRITERIA	FAIL <2.5 POINTS	PASS 2.5 POINTS	CREDIT 3 POINTS	DISTINCTION 3.5 POINTS	HIGH DISTINCTION 4-5 POINTS
PROPOSAL DOCUMENT (30 points)					
Product summary and asset list	May be absent or missing significant required content.	Summary provides general idea of the intended product and lists assets required. May lack some clarity.	Summary provides clear idea of the intended product and lists assets required.	Summary provides clear idea of the intended product with detailed asset list. ✓	Summary provides clear and concise idea of the intended product with highly detailed asset list.
Product purpose	May be absent or missing information on target audience or creativity.	Provides basic identification of target audience and creativity. May be lacking some detail or a mismatch between product design and audience.	Identifies target audience and creativity. May be lacking some detail but clear evidence of purpose informing design.	Identifies clear and detailed target audience and creativity. Strong evidence of purpose informing design.	Identifies clear and detailed target audience and thorough justification of creativity. Purpose is highly intertwined with project design. ✓
Intended behaviour – explanation	May be absent or missing critical information.	Component behaviour is explained for at least 3 components but may be somewhat ambiguous or have some conflicts with algorithm UX/UI/flowcharts.	Component behaviour is explained clearly for at least 3 complex components. May have some minor conflicts with algorithm UX/UI/flowcharts.	Component behaviour is explained clearly between 3 complex and varied components. No notable conflicts with algorithm UX/UI/flowcharts. ✓	Interesting component behaviour is thoroughly explained between 3 complex and varied components. Design is insightful with no notable conflicts with algorithm UX/UI/flowcharts.
Intended behaviour – User stories UX/UI design	May be absent or missing critical information.	Provided but may have some minor omissions or errors. May be some issues	Provided with minimal omissions or errors. Plans would generally provide	Provided with minimal omissions or errors. Plans would provide effective	Provided with no notable omissions or errors. Plans would provide
			good	functionality	effective

		that would affect functionality.	functionality and are communicated well.	and are communicated well.	functionality and are communicated very effectively.
Larger system summary	Missing or may be lacking evidence of planning for components as part of a larger system.	System summary present with some planning for integrating components as part of a larger system. May appear somewhat disjointed and lacking unity.	System summary present with clear planning for integrating components as part of a larger system. Demonstrates simple connections or interactions between components.	System summary present with thorough planning for integrating components as part of a larger system. Demonstrates interesting and dynamic connections or interactions between components.	System summary present with thorough planning for integrating components as part of a larger system. Demonstrates complex, interesting and dynamic connections or interactions between components that provide a whole greater than the sum of its parts.
Communication and presentation	May have numerous and significant spelling, grammatical or formatting errors.	Some spelling, grammatical or formatting errors throughout. Additional proof-reading is required.	Some minor spelling, grammatical or formatting errors throughout. Some additional proof-reading is required.	Very few minor spelling, grammatical or formatting errors throughout. Presentation is professional and	No notable spelling, grammatical or formatting errors. Presentation is thoroughly professional and
PROOF-OF-CONCEPT (10 points)					
Coding concepts For coding concepts, see unit guide: weekly activities (topics from Week 5 to Week 9)	May be missing or with major omissions or errors. May not clearly demonstrate any of the listed components in your proposal document.	Simple concept functionality provided for at least 2 coding concepts planned in the proposal document. Minor errors or not	Representative proof-of-concept functionality provided for at least 2 coding concepts planned as part of the proposal document.	Detailed representative proof-of-concept functionality provided for at least 3 coding concepts planned as part of the proposal document.	Detailed and highly representative proof-of-concept functionality provided for at least 4 coding concepts planned as part of the proposal document.

		be fully representative.			
Communication & structure	Commenting may be absent. CONCEPT may be very inefficient in structure or have numerous repetitious, unfinished or broken elements.	Commenting is present in although may be simplistic or used inconsistently. CONCEPT is generally structured appropriately but may have some unfinished elements or messy formatting.	Commenting is present throughout and provides acceptable readability of the CONCEPT for someone unfamiliar with the project. CONCEPT is structured and formatted appropriately.	Commenting is present and thorough through and is highly readable for a user unfamiliar with the project. CONCEPT is structured well with neat formatting and clear sectioning.	Commenting is present, thorough and sophisticated throughout without overwhelming the project. The CONCEPT is very easily readable for a user unfamiliar with the project. CONCEPT is structured well with neat formatting and clear sectioning.
OTHER FACTORS (5 points)					
Creativity & Purpose	Does not demonstrate creativity or expand upon the base concept. May not be fit for identified target audience.	Demonstrates some elements of creativity, although some may not be fully realised or fit for purpose.	Demonstrates creativity in some aspects of the project and expands upon the base concept. Design is appropriate for the target audience.	Demonstrates thorough creativity in most aspects of the project and clearly expands upon the base concept by taking it in a more creative direction. Design is effective for the target audience.	Demonstrates exceptional creativity in most aspects of the project and expertly expands upon the base concept by taking it in a highly creative direction as a new product. Design is deeply integrated with the target audience and purpose.
OVERALL TOTAL (max: 45 points, converted to 30%)	<22.5 points	22.5 to 26.5 points	27 to 31 points	31.5 to 35.5 points	36 to 45 points