

Final Showcase Rubric

Programming Levels 1 and 2

Rationale

This rubric is provided to set you up in the best position for final showcase.

If you've followed along throughout the semester, you've already satisfied the proficient category. Refinement, iteration, and thought will get you into extending.

This rubric is split up into three sections, *content*, *presentation*, and *visuals*. These are the core pieces that we've been working on throughout the semester. The last portion *Final Showcase*, is the preparation piece we will consider in the week or so before showcase.

Content

Content describes your actual product. Our primary goal is to create a rich app that helps to solve real problems. In order to succeed in this part, you'll need to identify a key problem. This will be the reason *why* your app exists. After you're able to understand the problem on a deep level, you'll create an app idea that aims to solve that problem. You'll create two or three core features for your app.

Name	Extending	Proficient
Your <i>why</i> ?		You've identified a <i>key problem</i> that your app is meant to solve. You can explain clearly how your app solves the problem.
Wireframe	All core features (minimum 2) work in your Keynote wireframe and show the look-and-feel of your app. You've implemented ≥ 1 core features in Xcode. The features work and are bug free.	Your wireframe has been implemented in Keynote.
Competition	You've analyzed competing products or services and can identify key differences that make your app a more appropriate solution.	

Name	Extending	Proficient
Visuals Connection - Colour Palette and Icon	From visuals , your colour palette and icon are tightly integrated into your wireframe and/or Xcode prototype	

Presentation

Once you have your **content**, your next goal is to be able to communicate **why** your app exists. Again, you'll find a way to describe your app richly, in three primary parts: identifying the problem, positioning your solution, and providing a demonstration. You'll deliver this information in a 3-minute pitch with a pitch deck included.

Name	Extending	Proficient
App Name		<p>Your app has an original name that is catchy and related to your app.</p> <p>It follows one of the four categories we learned in the design workshop (descriptive, suggestive, abstract, legacy).</p>
Pitch Deck - Content		<p>You have a part in your deck for each of your core features.</p> <p>You have talked a little about your competition.</p>
Script		<p>You've created an outline for your pitch.</p> <p>Your outline is either: - point form - a line-for-line script</p> <p>If you created a line-for-line script, your script is different from the text in your slide deck.</p>
Length	You've rehearsed it in front of Mr. Ubial before final showcase.	Your presentation is around 3 minutes.
Visuals Connection - Colour Palette		Your pitch deck has your colour palette prominently displayed.

Visuals

Visuals help tell your app's story to the audience. Your audience include those that (will) use your app and those that will be listening to your pitch. The aim of visuals is to build a consistent aesthetic

language to describe your app. Things like colour palette, icons, slogans/tag lines, will help tell that story. Incorporate the ideas and concepts we touched on in the design workshops to create a robust, rich visual library that will describe how your app will make an impact on people's lives. There is one primary deliverable that is in the visuals category, your pitch deck.

Name	Extending	Proficient
<i>Pitch Deck</i> - Text and Conciseness	Each slide has ≤ 3 points.	The text in your slide is minimal.
<i>Pitch Deck</i> - Visuals		Each slide has a visual component to it.
Presentation Connection - Colour Palette	Your colour palette has been prominently displayed in your pitch deck.	
Content Connection - Colour Palette	You have a colour palette developed for your app.	
Icon	You've created an app icon and it's displayed somewhere in your pitch deck.	

Final Showcase

Final showcase is where we put everything together. When preparing for a big milestone where we ship features or deliver a pitch, we need to consider all angles so that we can cover any blindspots. This section includes the preparation for and the execution of our pitches. Creating redundancies, dressing for the part, and preparing for the pitch are some examples of how we can prepare. We've put in all the hardwork, let's get over that finish line.

Name	Extending	Proficient
Final Testing		<p>You've run through your slide deck to check for any spelling or grammatical errors.</p> <p>You've checked your wireframe for any bugs with the interactive demonstrations.</p>
Self-evaluation	You've filled this out and self-assessed yourself.	
Contingency Plan - Redundant copy	You've brought your own redundant copy of the items noted in <i>proficient</i> on a flash drive.	<p>Mr. Ubial has a hardcopy of the following:</p> <ul style="list-style-type: none"> - your slide deck - if on Canva, you've shared it with him with edit permissions

Name	Extending	Proficient
		<ul style="list-style-type: none"> - your Keynote wireframe - (optional) your Xcode prototype <p>This is delivered ≥ 3 days before final showcase.</p>
Dress code	<p>You're dressed in <i>business casual</i> wear for Final Showcase. Here's a link from indeed that describes what business casual is.</p> <p>If business casual doesn't fit your app design/feel, dress appropriately. For example, if you have a fitness app, dress the way your app is branded. If you have a fashion app, dress in a fashion-forward way.</p>	<p>You're dressed in a nice set of pants and a nice shirt and neither of them have holes in them.</p> <p>You're wearing some nice shoes.</p>
Preparing for the Pitch		<p>You've brought your script or notes.</p> <p>You've brought them as cue cards or on your phone.</p> <p>You've shown them to Mr. Ubial.</p>
The Pitch	You pitched in front of the industry panel at Final Showcase	

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