

Grading Rubrics

Course Director: Chris Burke

Good & Bad Designs (Tangible Artifacts)

WiU – Lab 1

ASSESSMENT	5 points	3 points	2 points	1 points	0 points
Picture of Artifact	A <u>clear</u> picture of the artifact was provided ~ AND ~ The picture reflects the student interacting with it.		A <u>clear</u> picture of the artifact was provided ~ YET ~ The picture does NOT reflect the student interacting with it.	AN <u>UN</u> clear picture of the artifact was provided ~ YET ~ The picture reflects the student interacting with it.	A picture of the artifact was NOT provided
Location of Artifact			The location of the artifact was provided		The location of the artifact was NOT provided
Description of Artifact				A description of the artifact was <u>clearly</u> defined	A description of the artifact was NOT provided
What makes the Artifact Good or Bad			An explanation of why the artifact is a good design was <u>clearly</u> defined ~ OR ~ An explanation of why the artifact is a bad design was <u>clearly</u> defined	An explanation of why the artifact is a good design was NOT <u>clearly</u> defined ~ OR ~ An explanation of why the artifact is a bad design was NOT <u>clearly</u> defined	An explanation of why the artifact is a good design was NOT provided ~ OR ~ An explanation of why the artifact is a bad design was NOT provided
Usability Principles & Improvements	How ALL usability principles are reflected in a good design was <u>clearly</u> defined ~ OR ~ A method for improving a bad design with usability principles was <u>clearly</u> defined	No more than <u>one</u> usability principle and how it is reflected in a good design was NOT <u>clearly</u> defined ~ OR ~ A method for improving a bad design with usability principles was NOT <u>clearly</u> defined	No more than <u>2</u> of the usability principles and how they are reflected in a good design were NOT <u>clearly</u> defined	No more than <u>3</u> of the usability principles and how they are reflected in a good design were NOT <u>clearly</u> defined	How ALL usability principles are reflected in a good design was NOT defined ~ OR ~ A method for improving a bad design with usability principles was NOT defined

ASSESSMENT	25 points	13 points	0 points
Displaying & Selecting Floors	<p>The student's UI represents a method for displaying 1000 floors to the user.</p> <p>-and-</p> <p>The student's UI represents a way for users to select from any of the 1000 floors.</p>	<p>The student's UI <u>does not</u> represent a method for displaying 1000 floors to the user.</p> <p>-or-</p> <p>The student's UI <u>does not</u> represent a way for users to select from any of the 1000 floors</p>	<p>The student's UI <u>does not</u> represent a method for displaying 1000 floors to the user.</p> <p>-and-</p> <p>The student's UI <u>does not</u> represent a way for users to select from any of the 1000 floors.</p>
Cued & Cancelled Floors	<p>The student's UI represents a method for displaying the cue order of selected floors</p> <p>-and-</p> <p>The student's UI represents a method for canceling a floor request</p>	<p>The student's UI <u>does not</u> represent a method for displaying the cue order of selected floors</p> <p>-or-</p> <p>The student's UI <u>does not</u> represent a method for canceling a request</p>	<p>The student's UI <u>does not</u> represent a method for displaying the cue order of selected floors</p> <p>-and-</p> <p>The student's UI <u>does not</u> represent a method for canceling a request</p>
Calling & Receiving Help	<p>The student's UI represents an intuitive method for calling help</p> <p>-and-</p> <p>The student's UI represents an intuitive method for receiving help from emergency personnel</p>	<p>The student's UI <u>does not</u> represents an intuitive method for calling help</p> <p>-or-</p> <p>The student's UI <u>does not</u> represents an intuitive method for receiving help from emergency personnel</p>	<p>The student's UI <u>does not</u> represents an intuitive method for calling help</p> <p>-and-</p> <p>The student's UI <u>does not</u> represents an intuitive method for receiving help from emergency personnel</p>
UI Dimensions & Usability	<p>The students UI was designed within the predefined correct dimensions</p> <p>-and-</p> <p>The Students UI represents usability factors involved when interacting with an interface of this kind</p>	<p>The students UI was <u>not</u> designed within the predefined correct dimensions</p> <p>-and-</p> <p>The Students UI <u>does not</u> represent usability factors involved when interacting with an interface of this kind</p>	<p>The students UI was <u>not</u> delivered in the correct file format defined in this assignment (.jpg)</p> <p>-and-</p> <p>The Students file was <u>not</u> delivered using the correct file naming convention defined in this assignment</p>

ASSESSMENT	Home Page	Destination Page	Sign-up Page
33 Points	<p>Hierarchy (3 levels represented) <u>Level 1 – Page (1 total)</u> 1. Home Page <u>Level 2 - Main Content Sections (4 total)</u> 2. Site Introduction 3. Featured Destination 4. Become a Member 5. Login <u>Level 3 - Sub Content Sections / Features (12 total)</u> 6. (Site introduction must contain 1) 7. (Featured Destination must contain 4) 8. (Become a Member must contain 2) 9. (Login must contain 4)</p> <p>Color Coding & Legend – (3 levels of hierarchy) 10. Hierarchy is color coded to differentiate the 3 levels 11. A legend has been incorporated 12. The legend is color coded to represent hierarchy</p> <p>Branching & Navigation 13. Diagram shows how these content sections are branched/connected to make navigating easy/efficient</p>	<p>Hierarchy (3 levels represented) <u>Level 1 – Page (1 total)</u> 1. Destinations Page <u>Level 2 - Main Content Sections (5 total)</u> 2. Choose a destination 3. Bookmarks 4. Users submitted photos 5. User Tips & Tricks 6. Web Cam <u>Level 3 - Sub Content Sections / Features (24 total)</u> 7. (Choose a destination must contain 11) 8. (Bookmarks must contain 2) 9. (User submitted photos contains 0) 10. (User Tips & Tricks must contain 5) 11. (Web Cam must contain 6)</p> <p>Color Coding & Legend – (3 levels of hierarchy) 12. Hierarchy is color coded to differentiate the 3 levels 13. A legend has been incorporated 14. The legend is color coded to represent hierarchy</p> <p>Branching & Navigation 15. Diagram shows how these content sections are branched/connected to make navigating easy/efficient</p>	<p>Hierarchy (3 levels represented) <u>Level 1 – Page (1 total)</u> 1. Sign-up <u>Level 2 - Main Content Sections (2 total)</u> 2. Member Benefits 3. Sign Up Form <u>Level 3 - Sub Content Sections / Features (17 total)</u> 4. (Member Benefits must contain 4) 5. (Sign Up Form must contain 16)</p> <p>Color Coding & Legend – (3 levels of hierarchy) 6. Hierarchy is color coded to differentiate the 3 levels 7. A legend has been incorporated 8. The legend is color coded to represent hierarchy</p> <p>Branching & Navigation 9. Diagram shows how these content sections are branched/connected to make navigating easy/efficient</p>
22 Points	All but 4 of the required elements were presented	All but 5 of the required elements were presented	All but 3 of the required elements were presented
11 Points	All but 8 of the required elements were presented	All but 9 of the required elements were presented	All but 6 of the required elements were presented
0 Points	None of the required elements were presented	None of the required elements were presented	None of the required elements were presented

CATEGORY	EXEMPLERY	ACCOMPLISHED	COMPETENT	DEVELOPING	NULL
FUNCTION	20 points per (3) category	15 points per	10 points per	5 points per	0 points per
Navigation	<ol style="list-style-type: none"> 1. The correct navigation model was incorporated 2. The navigation component was placed in an intuitive position 3. Navigation cues were defined and are meaningful and appropriate to the content they describe 4. Navigation cues are consistent with the Functional Specifications Doc 	All but 1 of the required navigation concepts were presented	All but 2 of the required navigation concepts were presented	All but 3 of the required navigation concepts were presented	NONE of the required navigation concepts were presented
Interactivity	<p><i>Textual links represent more content / Buttons represent available actions</i> The following were presented using the correct affordance/ signifier:</p> <ol style="list-style-type: none"> 1. Log in form input fields with labels 2. Log in form submit 3. Navigation cues 4. Featured destinations "Read more" signifier 5. "Sign-up" signifier 	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	All but 3 of the required interactivity concepts were presented	NONE of the required interactivity concepts were presented
Requirements	<ol style="list-style-type: none"> 1. Site introduction copy 2. Become a member - list of benefits, sign-up signifier 3. Log in form –user, pass labels and fields, remember me, submit signifier 4. Featured destination – photo, title, description, read more signifier 	All but 1 of the page requirements were presented	All but 2 of the page requirements were presented	All but 3 of the page requirements were presented	NONE of the page requirements were presented
FORM	10 points per (3) category	7 points per	5 points per	2 points per	0 points per
Visual Hierarchy	<ol style="list-style-type: none"> 1. A primary, secondary, page copy hierarchy is present 2. Hierarchy utilizes effective white space to facilitate scanning 3. Titles and page copy are differentiated using varied font sizes 4. Typeface consistency supports the overall design strategy & context 5. Sans Serif fonts used for page copy to support readability and usability 	All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	All but 3 of the required visual hierarchy concepts were presented	NONE of the required visual hierarchy concepts were presented
Visual Flow	<ol style="list-style-type: none"> 1. Visual flow reinforces overall compositional movement 2. Focal points were incorporated to aid movement 3. Layout supports the intent of the interface (to sign-up) 4. Layout reflects efficient use of screen real estate to guide visual attention 	All but 1 of the required visual flow concepts were presented	All but 2 of the required visual flow concepts were presented	All but 3 of the required visual flow concepts were presented	NONE of the required visual flow concepts were presented
Grouping & Alignment	<p>A user must be able to associate what elements belong together and which ones do not, by utilizing these 4 Gestalt Principles:</p> <ol style="list-style-type: none"> 1. Proximity 2. Similarity 3. Continuity 4. Closure 	All but 1 of the required grouping & alignment concepts were presented	All but 2 of the required grouping & alignment concepts were presented	All but 3 of the required grouping & alignment concepts were presented	NONE of the required grouping & alignment concepts were presented
USABILITY	10 points per (1) category	7 points per	5 points per	2 points per	0 points per
Design Patterns	<ol style="list-style-type: none"> 1. Global navigation 2. Escape hatch 3. Titled sections 4. Right / left alignment 5. Prominent "done" buttons 	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	All but 3 of the required design patterns were presented	NONE of the required design patterns were presented

Destinations Page Wireframe

CATEGORY	EXEMPLERY	ACCOMPLISHED	COMPETENT	DEVELOPING	NULL
FUNCTION	20 points per (3) category	15 points per	10 points per	5 points per	0 points per
Navigation	<ol style="list-style-type: none"> Two navigation methods used to improve efficient exploring of destinations The navigation elements were placed in an intuitive position Navigation cues were defined and are meaningful and appropriate to the content they describe Navigation cues are consistent with the Functional Specifications Doc 	All but 1 of the required navigation concepts were presented	All but 2 of the required navigation concepts were presented	All but 3 of the required navigation concepts were presented	NONE of the required navigation concepts were presented
Interactivity	<p><i>Textual links represent more content / Buttons represent available actions</i></p> <p>The following were presented using the correct affordance/ signifier:</p> <ol style="list-style-type: none"> Navigation cues Mapping controls (zoom, click-n-drag, selecting point-of-interest) Alternate method for selecting POI (selections marked as "signposts") Photo Gallery (previous and next, close larger image) Web cam controls (zoom, pitch, pan, gain control, time available/remain) Bookmark capability (add this destination to a viewable list of bookmarks) Selecting a bookmarked destination (choosing from a viewable list) Selecting/viewing a "Tip & Trick" from a viewable user list 	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	All but 3 of the required interactivity concepts were presented	NONE of the required interactivity concepts were presented
Requirements	<ol style="list-style-type: none"> Selecting / Reselecting a destination from a mapping application Destination Information (description, photos, wave type, bottom type, best season, best tide, best swell direction, best board type, crowd, ability level) Bookmark this destination (affordance icon) View bookmarked destinations (list view) Destination webcam (gain control, time availability, pitch, pan, zoom) Tips & Tricks (what to bring, getting here, eating, sleeping, nearby usefuls) 	All but 1 of the page requirements were presented	All but 2 of the page requirements were presented	All but 3 of the page requirements were presented	NONE of the page requirements were presented
FORM	10 points per (3) category	7 points per	5 points per	2 points per	0 points per
Visual Hierarchy	<ol style="list-style-type: none"> A primary, secondary, page copy hierarchy is present Hierarchy utilizes effective white space to facilitate scanning Titles and page copy are differentiated using varied font sizes Typeface consistency supports the overall design strategy & context Sans Serif fonts used for page copy to support readability and usability 	All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	All but 3 of the required visual hierarchy concepts were presented	NONE of the required visual hierarchy concepts were presented
Visual Flow	<ol style="list-style-type: none"> Visual flow reinforces overall compositional movement Focal points were incorporated to aid movement Layout supports the intent of the interface (to explore destinations) Layout reflects efficient use of screen real estate to guide visual attention 	All but 1 of the required visual flow concepts were presented	All but 2 of the required visual flow concepts were presented	All but 3 of the required visual flow concepts were presented	NONE of the required visual flow concepts were presented
Grouping & Alignment	<p>Page elements are distinguished utilizing these 4 Gestalt Principles:</p> <ol style="list-style-type: none"> Proximity Similarity Continuity Closure <p style="text-align: center;">~ AND ~</p> <p>* Pre-attentive variables (color, size, shape, texture, etc.) were modified to distinguish objects representing different data sets</p>	All but 1 of the required grouping & alignment concepts were presented	All but 2 of the required grouping & alignment concepts were presented	All but 3 of the required grouping & alignment concepts were presented	NONE of the required grouping & alignment concepts were presented
USABILITY	10 points per (1) category	7 points per	5 points per	2 points per	0 points per
Design Patterns	<ol style="list-style-type: none"> Global navigation Escape hatch Titled sections Right / left alignment Prominent "done" buttons Breadcrumb navigation Overview plus detail (map) Cascading lists (alternate 1) Dynamic queries (alternate 2) Data tips (map point-of-interest) Row striping Card stack 	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	All but 3 of the required design patterns were presented	NONE of the required design patterns were presented

CATEGORY	EXEMPLERY	ACCOMPLISHED	COMPETENT	DEVELOPING	NULL
FUNCTION	20 points per (3) category	15 points per	10 points per	5 points per	0 points per
Navigation	<ol style="list-style-type: none"> 1. A navigation model was incorporated to improve efficient exploring 2. The navigation components were placed in an intuitive position 3. Navigation cues were defined, meaningful, appropriate and descriptive 4. Navigation cues are consistent with the Functional Specifications Doc 	All but 1 of the required navigation concepts were presented	All but 2 of the required navigation concepts were presented	All but 3 of the required navigation concepts were presented	NONE of the required navigation concepts were presented
Interactivity	<p><i>Textual links represent more content / Buttons represent available actions</i> The following were presented using the correct affordance/ signifier:</p> <ol style="list-style-type: none"> 1. Input fields 2. Drop down menus 3. Radio buttons 4. Checkboxes 5. "Become a Worldsurf Nomad" 6. Agree to Terms 7. Primary / Secondary actions 	All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	All but 3 of the required interactivity concepts were presented	NONE of the required interactivity concepts were presented
Requirements	<ol style="list-style-type: none"> 1. Why Become a Member – list of 3 proposed benefits for signing up 2. <u>Form</u> – first name, last name, email, address, city, state, country, zip, phone number, gender, age, destination countries of interest (choose from a list), agree to terms, become a worldsurf nomad, username, password, submit affordance/signifier 	All but 1 of the page requirements were presented	All but 2 of the page requirements were presented	All but 3 of the page requirements were presented	NONE of the page requirements were presented
FORM	10 points per (3) category	7 points per	5 points per	2 points per	0 points per
Visual Hierarchy	<ol style="list-style-type: none"> 1. A primary, secondary, page copy hierarchy is present 2. Hierarchy utilizes effective white space to facilitate scanning 3. Titles, page copy, <u>feedback</u> is differentiated using varied font sizes 4. Typeface consistency supports the overall design strategy & context 5. Sans Serif fonts used for page copy to support readability and usability 	All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	All but 3 of the required visual hierarchy concepts were presented	NONE of the required visual hierarchy concepts were presented
Visual Flow	<ol style="list-style-type: none"> 1. Visual flow reinforces overall compositional movement 2. Focal points were incorporated to aid movement 3. Layout supports the intent of the interface (efficient form completion) 4. Layout reflects efficient use of screen real estate to guide visual attention 	All but 1 of the required visual flow concepts were presented	All but 2 of the required visual flow concepts were presented	All but 3 of the required visual flow concepts were presented	NONE of the required visual flow concepts were presented
Grouping & Alignment	<p>Page elements are distinguished utilizing these 4 Gestalt Principles:</p> <ol style="list-style-type: none"> 1. Proximity 2. Similarity 3. Continuity 4. Closure <p style="text-align: center;">~ AND ~</p> <p>* Pre-attentive variables (color, size, shape, texture, etc.) were modified for page elements that provide <u>feedback</u> to the user when completing the form</p>	All but 1 of the required grouping & alignment concepts were presented	All but 2 of the required grouping & alignment concepts were presented	All but 3 of the required grouping & alignment concepts were presented	NONE of the required grouping & alignment concepts were presented
USABILITY	10 points per (1) category	7 points per	5 points per	2 points per	0 points per
Design Patterns	<ol style="list-style-type: none"> 1. Global navigation 2. Escape hatch 3. Titled sections 4. Good defaults 5. Right / left alignment 6. Wizard w/ sequence map (required for multipage forms) 7. Input hints 8. Input prompts 9. Drop down chooser 10. Structured formatting 11. Responsive disclosure (1page form) 12. Prominent "done" button 13. Same page error messages 	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	All but 3 of the required design patterns were presented	NONE of the required design patterns were presented

CATEGORY	EXEMPLERY		ACCOMPLISHED	COMPETENT	DEVELOPING	NULL
FUNCTION	20 points per (3) category		15 points per	10 points per	5 points per	0 points per
Navigation	<ol style="list-style-type: none"> 1. A navigation model was incorporated to improve efficient exploring 2. The navigation components were placed in an intuitive position 3. Navigation cues were defined, meaningful, appropriate and descriptive 4. Navigation cues are consistent with the Functional Specifications Doc 		All but 1 of the required navigation concepts were presented	All but 2 of the required navigation concepts were presented	All but 3 of the required navigation concepts were presented	NONE of the required navigation concepts were presented
Interactivity	<p>The following were presented using the correct affordance/ signifier:</p> <ol style="list-style-type: none"> 1. Log in form input fields with labels 2. Log in form submit 3. Navigation cues 4. Featured destinations "Read more" signifier 5. "Sign-up" signifier 		All but 1 of the required interactivity concepts were presented	All but 2 of the required interactivity concepts were presented	All but 3 of the required interactivity concepts were presented	NONE of the required interactivity concepts were presented
Requirements	<ol style="list-style-type: none"> 1. Site value proposition – "a world of waves at your fingertips" 2. Log in form –user, pass labels and fields, remember me, submit signifier 3. Become a member - sign-up signifier 4. Featured destination – photo, title, description, read more signifier 5. Search utility (to provide search capabilities of all surf destinations) 6. List of items (to provide browse capabilities of all surf destinations) 		All but 1 of the page requirements were presented	All but 2 of the page requirements were presented	All but 3 of the page requirements were presented	NONE of the page requirements were presented
FORM	10 points per (3) category		7 points per	5 points per	2 points per	0 points per
Visual Hierarchy	<ol style="list-style-type: none"> 1. A primary, secondary, page copy hierarchy is present 2. Hierarchy utilizes effective white space to facilitate scanning 3. Titles and page copy are differentiated using varied font sizes 4. Typeface consistency supports the overall design strategy & context 5. Sans Serif fonts used for page copy to support readability and usability 		All but 1 of the required visual hierarchy concepts were presented	All but 2 of the required visual hierarchy concepts were presented	All but 3 of the required visual hierarchy concepts were presented	NONE of the required visual hierarchy concepts were presented
Visual Flow	<ol style="list-style-type: none"> 1. Visual flow reinforces efficient compositional movement for mobile devices 2. Focal points were incorporated to aid movement and rapid processing 3. Layout supports the intent of the interface (to sign-up) 4. Layout reflects efficient use of screen real estate to guide visual attention 		All but 1 of the required visual flow concepts were presented	All but 2 of the required visual flow concepts were presented	All but 3 of the required visual flow concepts were presented	NONE of the required visual flow concepts were presented
Grouping & Alignment	<p>Users see consistent organization and are able to associate what elements belong together and which ones do not, by utilizing these 4 Gestalt Principles:</p> <ol style="list-style-type: none"> 1. Proximity 2. Similarity 3. Continuity 4. Closure 		All but 1 of the required grouping & alignment concepts were presented	All but 2 of the required grouping & alignment concepts were presented	All but 3 of the required grouping & alignment concepts were presented	NONE of the required grouping & alignment concepts were presented
USABILITY	10 points per (1) category		7 points per	5 points per	2 points per	0 points per
Design Patterns	<ol style="list-style-type: none"> 1. Bottom navigation 2. Escape hatch 3. Titled sections 4. Right / left alignment 5. Prominent "done" buttons 	<ol style="list-style-type: none"> 6. Streamlined Branding 7. Vertical Stack 8. Feature Search Browse 9. Generous Borders 	All but 1 of the required design patterns were presented	All but 2 of the required design patterns were presented	All but 3 of the required design patterns were presented	NONE of the required design patterns were presented