	Below Expectations (0-69)	Basic (70-79)	Proficient (80-89)	Outstanding (90-100)
Idea	Not challenging in technical or designed solution	Minimal challenge for design/technical ability	Potential challenge for design/technical ability, creative approach	Challenging idea with potential technical and design hurdles
Timeliness	Late or not submitted assignments	Submitted some parts of the assignment on time, but not all	Submitted most parts of the project on time, but missed 1-2 deadlines	All aspects submitted on time or early
Research	Did not perform any research	Preformed minimal research and user definition	Performed user research, defined users, and basic documentation	Thoroughly documented research including personas, job shadowing, interviews, etc.
Ideation	Did not do or only did 2-3 sketches and/or wireframes	Minimal effort to explore ideas through sketches, codepen's, prototypes	Made effort to explore ideas both visually and technically through sketches, codepen's, prototypes	Multiple iterations of ideas through sketching and wireframing (10+ of each)
Design	Did not explore mood or visual design solutions	Explored some visual design solutions through any design program	Made significant effort to create visual design solutions through design programs (Sketch, Photoshop, Adobe XD, etc.)	Visually explored mood, and chose a clear visual direction
Development	Did not hand-write any code, poorly thrown together, copied and pasted from the internet	Hand-wrote some HTML/CSS/JS, but still copied and pasted others' solutions	Hand-wrote most of the HTML/CSS/JS	Hand-wrote all code in a clean and easy to read format. Bug free and completely functional
Documentation	Did not document the process	Documented some parts of the project including text and images	Documented most parts of the project with well thought out text and supporting images	Well thought out documented decision-making in project archive
Effort	Did not put any effort	Put in minimal effort	Put in effort to explore and solve problems in a creative way	Put in time outside of class to explore more potential solutions to technical and visual hurdles
Effectiveness	Site was not effective	Site was somewhat effective	Site accomplished some, but not all of the goals	Site accomplished the goals set forth
User Testing	Did not set a clear goal or try to reach it	Set easy to reach goal and made minimal effort to measure/achieve it	Set goal and made significant effort to measure and achieve it	Set a clear goal, and gathered data to determine if goal was met
Attention to Detail	Spelling and code errors rampant	Some visual, copywriting, and code errors	Mostly free of errors	Bug free functionally. Buttoned-up visual design with no copywriting errors or omissions