

Project:

** designates a heavier weight

	REFLECTION CONTENT**	STYLE OF POST	DESIGN EVIDENCE	IMPLEMENTATION**	DEMO VIDEO
PROFESSIONAL (rarely given)	The writing is professional in quality. You have addressed the questions outlined in Documenting Your Design Process. You clearly reflect on your goals, the design process, and the decisions you made along the way.	Your document exemplifies a tone and visual style that makes it indistinguishable from highly visible authors and companies on Medium. See: What does a good post consist of in Documenting Your Design Process.	Visual/Audio evidence clearly shows the design process and aligns with the design decisions made. All media is extremely high quality.	Interacting with your prototype is virtually indistinguishable from interacting with a polished product. Your design is not just functional, but also ambitious and creative.	The video is professional in audio quality and visual quality. It exemplifies the functionality of your design while also demonstrating how it meets user needs. By all accounts, its development could be mistaken for a large company such as Google or Apple.
VERY GOOD	In addition, your decisions align with your design process and best-practice guidelines in HCI.	Both style and tone are very strong, but a reader would be able to differentiate between your work and that of a company. For example, this could be because of grammatical issues, unclear pacing.	Visual/Audio clearly shows the design process and aligns with the design decisions made. Media may not completely capture interaction or may not be of professional quality.	Your demo is interactive and functional. It may be extremely creative/ambitious but slightly buggy. It may also have polished, bug-free interactions but not as creative/ambitious as the top prototypes.	The video clearly demonstrates your design, but may have audio/visual indicators that this was not professionally constructed. Still, the demonstration is compelling with good production quality.
DEVELOPING	You addressed most of the required questions, but the level of reflection leaves something to be desired. You may be writing summaries more than reflection. Important aspects of your design may be glossed over.	Style and tone were pitched correctly, but there are areas of improvement - there may be a section of the post that could use a subheading, or key points emphasized. Writing may be too casual or too formal. Visuals may be distracting.	There are visuals/audio in the post, but it may not align with your writing. There may be a disconnect between the evidence you show and your decisions. An aspect of the design process may have been addressed inadequately.	Your demo is functional with some small bugs. While most of the interactions make sense, some lead to confusing user experience.	The video shows all significant interactions, but may not communicate it in the clearest way possible. Transitions in your video may seem choppy or poorly motivated. Either the audio or visual channels might be lacking.
WORK NEEDED	A significant component of your reflection may be missing. It may read like a summary rather than a reflection. The length is likely too short with little structure that reflects the design process.	Reads more like a paper would write for another class - not appropriate for a more broad, blogging audience. In addition, there are likely clarity issues, either due to writing content or style.	Critical components of your design process are lacking evidence. From looking at the pictures/video in the post, it is very difficult to discern how your design progressed.	Your demo is limited. The scope of your project was defined in such a way that this should have been completed.	The video is limited. It may be missing a critical component of interaction or have no discernable flow. Production quality was clearly rushed.
NEEDS MORE TIME	Writing is incomplete. Little to no reflection of the design process.	Format was not adopted to the blog format. For example, may look like a paper was simply copy-and-pasted into the blog. Long blocks of text with no style.	Very little evidence. The images that are there do not demonstrate a connection to the design process.	While there is evidence of progress towards a demo, there is nothing to interact with.	The video does not capture your technology. The audio/video is likely poor with little to no editing.
MISSING	No reflection	No style to judge	No documentation of the design process to explain your decisions	There is little to no evidence of work on this project.	There is no evidence of video in your reflection