### 2012 Rubric

Information Architecture  
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High  
Respects standard nomenclature for systems but is sensitive to importance of custom vocabularies. Understands data as vectors, matrices, hierarchies and networks; expresses information architecture consistently via diagrams and interface layouts.  
  
Standard  
Can transform observations into information architectures. Able to develop comprehensive nomenclatures, organize system entities into hierarchies and produce clear and elegant information architecture diagrams.  
  
Low  
Can develop system nomenclature but sometimes fails to include all critical elements. Understands system hierarchies, but cannot reliably convert observations to specific and accurate information architecture diagrams.  
  
Fail  
Cannot reliably identify system's essential elements. Struggles to explain the relationships between entities and produces disorganized or irrelevant information architecture diagrams.  
  
Models  
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High  
Easily converts observations to models to predictions of system dynamics. Thinks in terms of cases involving state, transactions and transformations. Can produce flow diagrams that distinguish between reinforcing and balancing feedback.   
  
Standard  
Able to explain system behavior in terms of a simple model. Understands concepts of state and transformations. Can produce flow diagrams that include feedback and other relevant detail.  
  
Low  
Understands what a system model is, but struggles to develop ones that are simple or useful. Flow diagrams functional but generic.  
  
Fail  
Does not grasp how to transform system observation into a conceptual model. Flow diagrams lack sense or relevance to the system that they represent.  
  
Workflows  
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High  
Designs parsimonious workflows that are elegant in their narrative structure, use of transitions and sensitivity to standards. Understands how to map workflow frames to natural transformations in the system model.   
  
Standard  
Can design workflows that are consistent with a system model, convey a clear narrative and are broken into frames of reasonable and equal complexity that often follows standards.   
  
Low  
Understands the concept of workflows as a sequence of steps but struggles to produce ones with a simple narrative flow that tie well to the system model or follow standards.  
  
Fail  
Does not understand how to represent a change in system state in terms of a sequence of steps and, as a result, produces workflows that make no sense or are ambiguous with respect to purpose, start and end.