

DECO 1400/7140: WEB DESIGN REPORT RUBRIC

20% of final grade
Due: 6 May 2022, 1pm

CRITERIA	FAIL	PASS	CREDIT	DISTINCTION	HIGH DISTINCTION
LOW FIDELITY PROTOTYPE 20% of total grade	Minimal or no low fidelity prototype. Insufficient explanation. The student has no or limited understanding of the underlying concepts.	Adequate level of presentation. The submission demonstrates at least a basic understanding of the low fidelity prototype concepts.	Appropriate level of presentation. The submission demonstrates a sound understanding of the low fidelity prototype concepts	Good level of presentation. The student has demonstrated a clear level of understanding of the low fidelity prototype concepts.	Excellent and insightful presentation. The student has demonstrated a high level of understanding of the low fidelity prototype concepts.
HIGH FIDELITY PROTOTYPE 20% of total grade	Minimal or no high fidelity prototype. Insufficient explanation. The student has no or limited understanding of the underlying concepts.	Adequate level of presentation. The submission demonstrates at least a basic understanding of the high fidelity prototype concepts.	Appropriate level of presentation. The submission demonstrates a sound understanding of the high fidelity prototype concepts	Good level of presentation. The student has demonstrated a clear level of understanding of the high fidelity prototype concepts.	Excellent and insightful presentation. The student has demonstrated a high level of understanding of the high fidelity prototype concepts.
DESIGN DECISIONS BASED ON NIELSEN' S USABILITY HEURISTICS 20% of total grade	Minimal or no design decision using the usability heuristics. Insufficient explanation. The student has no or limited understanding of the underlying concepts.	Adequate design decisions using the usability heuristics. The submission demonstrates at least a basic understanding of the underlying concepts.	Appropriate design decisions. The submission demonstrates a sound understanding of the underlying concepts	Good level of design decisions. The student has demonstrated a clear level of understanding of the underlying concepts.	Excellent and insightful design decisions using Nielsen's usability heuristics. The student has demonstrated a high level of understanding of the underlying concepts.

<p>SITEMAP, INTRODUCTION, CONCLUSION & <i>References (optional)</i></p> <p>20% of total grade</p>	<p>No introduction, sitemap and/or conclusion. Limited awareness of audience or purpose of the website. Paragraphs lack development and coherence.</p>	<p>Adequate awareness of audience or purpose of the website. Basic introduction, sitemap and/or conclusions and adequate suggestions for future improvements are provided.</p>	<p>Appropriate awareness of audience or purpose of the website. Sound introduction, sitemap and conclusions and appropriate suggestions for future improvements are provided.</p>	<p>Good awareness of audience or purpose of the website. Clear introduction, sitemap and conclusions and good suggestions for future improvements are provided.</p>	<p>Excellent awareness of audience or purpose of the website. Insightful introduction, sitemap and conclusions and insightful suggestions for future improvements are provided.</p>
<p>PRESENTATION</p> <p>20% of total grade</p>	<p>Incorrect and/or ineffective language. Poor presentation of the report, and/or structure. The submission demonstrates a limited of flow of concepts, and use of images/ text/materials.</p>	<p>Adequate use of language, structure and style, with some errors. The submission demonstrates a basic flow of concepts, and use of images/ text/materials.</p>	<p>Appropriate use of language, structure and style. The submission demonstrates a sound flow of concepts, and use of images/ text/materials.</p>	<p>Good use of language, structure and style. The submission demonstrates a clear flow of concepts, and use of images/ text/materials.</p>	<p>Excellent level of clarity in style and structure, and effective communication throughout. The submission demonstrates a coherent flow of concepts, and use of images/ text/materials.</p>