

MWM SAMPLE ASSESSMENT RUBRIC—PRODUCT DESIGN PROJECTS

Student Group ID _____

Instructions: For each of the five categories of criteria, circle the two statements that best describe the design project. Altogether you will circle 10 statements (2 for each criteria). Then notate the point value for each statement at the top of its column. Total up the point values for all criteria for a team point score, and enter the score in the space to the right.

TEAM POINT SCORE: _____

CRITERIA	OUTSTANDING 10 points each	GOOD 9 points each	ADEQUATE 8 points each	POOR 7 points each	NOT ACCEPTABLE 0 points each
Problem	<ul style="list-style-type: none"> Students presented very convincing evidence of a need or problem. Students crafted a strongly convincing problem statement. 	<ul style="list-style-type: none"> Students presented convincing evidence of a need or problem. Students crafted a convincing problem statement. 	<ul style="list-style-type: none"> Students presented evidence of a need or problem. Students crafted a problem statement in general terms. 	<ul style="list-style-type: none"> Students presented evidence of a need or problem that was frivolous/not convincing. Students crafted a frivolous problem statement. 	<ul style="list-style-type: none"> Students presented no evidence of a need or problem. Students did not craft a problem statement.
Prototype	<ul style="list-style-type: none"> The draft of the design is <u>very</u> clear and detailed. Prototype works <u>beyond</u> what was intended. 	<ul style="list-style-type: none"> The draft of the design is clear and detailed. Prototype works as intended. 	<ul style="list-style-type: none"> The draft of the design is clear but lacks sufficient detail. Prototype works with a few problems. 	<ul style="list-style-type: none"> The draft of the design is vague and lacks detail. Prototype works as intended. 	<ul style="list-style-type: none"> There is no draft of the design. Prototype is a complete failure.
Feasibility	<ul style="list-style-type: none"> Prototype is <u>highly</u> successful in addressing the problem. Prototype is accompanied by an impressive set of test data. 	<ul style="list-style-type: none"> Prototype is successful in addressing the problem. Prototype is accompanied by a good set of test data. 	<ul style="list-style-type: none"> Prototype adequately address the problem. Prototype is accompanied by an adequate set of test data. 	<ul style="list-style-type: none"> Prototype barely address the problem. Prototype is accompanied by an incomplete or unacceptable set of test data. 	<ul style="list-style-type: none"> Prototype does not address the problem. Prototype is not accompanied by any test data.
Presentation	<ul style="list-style-type: none"> Presentation (oral or written) is <u>very</u> well organized Presentation includes a <u>very</u> complete set of written or oral remarks that are well supported by graphics (i.e., drawings, video, data displays, pictures, etc.). 	<ul style="list-style-type: none"> Presentation (oral or written) is well organized Presentation includes a complete set of written or oral remarks that are well supported by graphics (i.e., drawings, video, data displays, pictures, etc.). 	<ul style="list-style-type: none"> Presentation (oral or written) is organized Presentation includes written or oral remarks that are minimally supported by graphics (i.e., drawings, video, data displays, pictures, etc.). 	<ul style="list-style-type: none"> Presentation (oral or written) is somewhat disorganized Presentation includes written or oral remarks that are <u>not supported</u> by graphics (i.e., drawings, video, data displays, pictures, etc.). 	<ul style="list-style-type: none"> Presentation (oral or written) is very disorganized The oral or written remarks are haphazard and <u>not</u> supported by graphics (i.e., drawings, video, data displays, pictures, etc.).
Aesthetics	<ul style="list-style-type: none"> Prototype has strong eye-appeal. Prototype appears to have been very carefully crafted. 	<ul style="list-style-type: none"> Prototype has strong eye-appeal. Prototype appears to have been very carefully crafted. 	<ul style="list-style-type: none"> Prototype has adequate eye-appeal. Prototype appears to have been adequately crafted. 	<ul style="list-style-type: none"> Prototype has poor eye-appeal. Prototype appears to have been poorly crafted. 	<ul style="list-style-type: none"> Prototype has no eye-appeal. Prototype appears to be very poorly crafted.