

Multimedia Project : Multidisciplinary Design Studio

CATEGORY	A	B+	C+	D+
1. Teamwork	The workload is divided and shared equally by all team members.	The workload is divided and shared fairly by all team members, though workloads may vary from person to person.	The workload was divided, but one person in the group is viewed as not doing his/her fair share of the work.	The workload was not divided OR several people in the group are viewed as not doing their fair share of the work.
2. Design aesthetics	Makes excellent use of form, proportion, material, color, graphics, etc. to appropriately support the design concept and requirements.	Makes good use of form, proportion, material, color, graphics, etc. to appropriately support the design concept and requirements.	Makes use of form, proportion, material, color, graphics, etc. to appropriately support the design concept and requirements, but occasionally these detract from the presentation content.	Form, proportion, material, color, graphics, etc. often distract from the design concept and requirements.
3. Functional efficiency/ problem solving	All requirements are met and exceeded.	All requirements are met.	One requirement was not completely met.	More than one requirement was not completely met.
4. Creativity	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's strong ideas, but there is little evidence of original thinking.	Cliche, tired, uninspiring.
5. Process	Timely beginnings, brainstorming, and drafts. Students shared with peers and developed design based on continuous peer feedback.	Slow beginning, brainstorming, and drafts. Students shared with peers and edited design based on peer feedback.	Delayed beginning, brainstorming, and drafts. Students shared with peers. Relied largely on instructor prodding.	Group had pronounced difficulty with beginning, brainstorming, and drafts. Group seemed to have difficulty working together. Required considerable instructor prodding.
6. Presentation	Interesting, well-rehearsed with smooth delivery that holds audience attention. Visually compelling.	Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. Visually interesting.	Delivery not smooth, but able to hold audience attention most of the time. Visually complete.	Delivery not smooth and audience attention lost. Visual elements missing.