

Learning Outcome: Design and implement useful, usable, and engaging graphical computer interfaces.

1. Usability/UX design principles / frameworks clearly and effectively used to critically analyze, brainstorm, and/or design interface features

Learning Outcome: Explain and apply core theories and models from the field of HCI.

1. Accurately describes the core tenets of theories/models
2. Thoughtful application of theories, models and/or frameworks in the analysis, design, construction of interfaces and/or in formative data gathering activities

	4	3	2	1
Applying design principles, theories, models and/or frameworks (to critique interfaces)	Critically, thoughtfully, and accurately uses design principles, theories, models and/or frameworks to critique the usability and user experience of user interfaces. Uses clear, well-reasoned and justified arguments.	Accurately uses design principles, theories, models and/or frameworks to critique the usability and user experience of user interfaces. Some of the description is not clearly articulated or well-connected to the assignment. Room for more creative application of the design principles, theories, models, and/or frameworks.	Uses a few design principles, theories, models and/or frameworks to critique the usability and user experience of user interfaces. Some of the discussion reflects an inaccurate understanding of these concepts, the concepts are incorrectly applied, the text is not clearly articulated and/or it is weakly connected to the assignment.	Discusses design principles, theories, models and/or frameworks but does not demonstrate an accurate understanding of the principles, theories, models and/or frameworks, and fails to show how they can be used to create usable, useful, and/or engaging user interfaces.
Applying design principles, theories, models and/or frameworks (in their description of the redesigned interfaces)	Critically, thoughtfully, and accurately uses design principles, theories, models and/or frameworks to design a user interface that is usable and provides a quality user experience. Uses clear, well-reasoned and justified arguments to explain the strengths of their design.	Accurately uses design principles, theories, models and/or frameworks to design a user interface that is usable and provides a quality user experience. Some of the description is not clearly articulated or well-connected to the assignment. Room for more creative application of the design principles, theories, models, and/or frameworks.	Uses a few design principles, theories, models and/or frameworks to critique the usability and user experience of user interfaces. Some of the discussion reflects an inaccurate understanding of these concepts, the concepts are incorrectly applied, the text is not clearly articulated and/or it is weakly connected to the assignment.	Discusses design principles, theories, models and/or frameworks but does not demonstrate an accurate understanding of the principles, theories, models and/or frameworks, and fails to show how they can be used to create usable, useful, and/or engaging user interfaces.

	4	3	2	1
Creativity (of redesign ideas)	Design ideas represent outside-of-the box, innovative thinking.	A few design ideas would benefit from more innovative thinking.	There is a lack of innovation and creative thinking in several design ideas.	There is a lack of innovation and creative thinking in most or all design ideas.
Visual Appearance	Visual design is aesthetically pleasing, neat, and visually demonstrates a thoughtful and skillful application of design principles, theories, models and/or frameworks.	Visual design is adequate, with attention paid to aesthetics, neatness, design principles, theories, models and/or frameworks. A few aspects of the design could be improved in this regard.	Visual design is inadequate. The interface is visually unappealing in several ways and/or the design presentation is lacking in neatness. Several violations of design principles and concepts learned in class.	Visual design is inadequate, with pervasive problems with the aesthetics and neatness. Pervasive violations of design principles and concepts learned in class. Design displays a complete lack of familiarity with design principles and concepts taught in the course.

	1	.75	.5	.25
Report Quality	Report is very well organized, easy to read, and free of typos and formatting errors.	Report is written adequately, with a few organization, clarity, typo and/or formatting issues.	Report is poorly written, with several organization, clarity, typo and/or formatting issues.	Report is unacceptably written, with organization, clarity, typo and/or formatting issues pervasive in document.
Report Completeness	Provides : 1. A description of the original interface 2. A description of the 3 instances of poor visual design in the interface, with screenshots to illustrate the critiques 3. The redesigned interface: high-quality mockups 4. A thorough but succinct discussion of why student feels they've improved on the original design.	A few required elements of the report are missing.	Several required elements of the report are missing.	Most required elements of the report are missing.