

## Design Rubric

### Criterion D: Evaluating - Year 3 Students should be able to:

- i. Describe detailed and relevant testing methods, which generate accurate data, to measure the success of the solution
- ii. Explain the success of the solution against the design specification
- iii. Describe how the solution could be improved
- iv. Describe the impact of the solution on the client/target audience

Achievement Level	Level Descriptor	Task Specific Clarification
0	The student does not reach a standard described by any of the descriptors below.	The assignment was neither attempted/completed, nor turned in.
1-2	The student: <ul style="list-style-type: none"> <li>i. Describes a testing method, which is used to measure the success of the solution</li> <li>ii. States the success of the solution.</li> </ul>	<ul style="list-style-type: none"> <li>i. You listed a way that the business card could be used to spark interest in a new business.</li> <li>ii. You advised how a complete business card with all necessary components contributes to the success of a small business.</li> </ul>
3-4	The student: <ul style="list-style-type: none"> <li>i. Describes a relevant testing method, which generates data, to measure the success of the solution</li> <li>ii. Outlines the success of the solution against the design specification based on relevant product testing</li> <li>iii. Lists the ways in which the solution could be improved</li> <li>iv. Outlines the impact of the solution on the client/target audience.</li> </ul>	<ul style="list-style-type: none"> <li>i. You described how the business card could be distributed to test the buying market of a new company.</li> <li>ii. You outlined how the design compared to the end result.</li> <li>iii. You listed ways the business card appearance could be improved.</li> <li>iv. You outlined how your target consumers would react to the business card.</li> </ul>
5-6	The student: <ul style="list-style-type: none"> <li>i. Describes relevant testing methods, which generate data, to measure the success of the solution</li> <li>ii. Describes the success of the solution against the design specification based on relevant product testing</li> <li>iii. Outlines how the solution could be improved</li> <li>iv. Describes the impact of the solution on the client/target audience, with guidance.</li> </ul>	<ul style="list-style-type: none"> <li>i. You described how the business card could be distributed to test the buying market of a new company.</li> <li>ii. You described how the design compared to the end result based on the distribution to the test market.</li> <li>iii. You provided an outline of suggestions on how to improve the business card appearance or graphics to attract more customers.</li> <li>iv. You outlined how your target consumers would react to the business card and asked for feedback from your teacher.</li> </ul>
7-8	The student: <ul style="list-style-type: none"> <li>i. Describes detailed and relevant testing methods, which generate accurate data, to measure the success of the solution</li> <li>ii. Explains the success of the solution against the design specification based on authentic product testing</li> <li>iii. Describes how the solution could be improved</li> <li>iv. Describes the impact of the solution on the client/target audience.</li> </ul>	<ul style="list-style-type: none"> <li>i. You described more than one way the business card could be distributed to see if it attracted more consumers.</li> <li>ii. You were able to distribute business cards and test whether or not more consumers contacted the company than prior to the distribution.</li> <li>iii. You described any final tweaks that could be made to the overall design of the business card.</li> <li>iv. You described the impact to the business based on distributing the business card to your target consumers.</li> </ul>