

Design Concept Learning Objectives Rubric

Learning Objective	Attempted Demonstration	Partial Demonstration	Proficient Demonstration	Sophisticated Demonstration
Students designed a concept that solves an articulated human need				
Students designed a concept that solves a problem in a new and novel way for their experience and context				
Students can articulate the connection between their solution and the human need as discovered through their research and testing				
Students advanced the sophistication of the concept through iterations				
Students responded to specific user feedback in their iterations				
Students demonstrate an attention to detail in their prototypes and storytelling				
Students demonstrate an increasing focus on craftsmanship as they advance their concept				