**Design a Better Model Project Rubric**

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| **Design Component** | **Beginning** | **Advanced** | **Rating Scale & Evidence** |
| Understand the Challenge | Does not grasp the basics of the design task; lacks understanding of concepts, materials, & skills | Understand basics of design problem; attempts to comprehend the problem; explores options; deep understanding of concepts and materials | 1 2 3 4 5 |
| Generate Ideas | Work with few or just one idea; fixates on idea rather than revise, add to, or discard idea | Brainstorm lots of ideas and fluently combine, revise, and adapt ideas | 1 2 3 4 5 |
| Represent Ideas | Propose superficial ideas that do not reflect depth of comprehension or consideration of project | Use multiple representations to explore and investigate design ideas that reflect depth of comprehension and consideration of project | 1 2 3 4 5 |
| Craftsmanship (model & poster) | Work is messy and craftsmanship detracts from overall product | Work is impeccable and shows extreme care and thoughtfulness in its craftsmanship | 1 2 3 4 5 |
| Effort | Work is not completed in a satisfactory manner. Group shows minimal effort. Group did not use class time effectively | Completed work with excellence and exceeded teacher expectations. Group exhibited exemplary commitment to the project | 1 2 3 4 5 |
| Communication of Idea | Unable to communicate idea to others  | Demonstrates superior ability to understand & communicate ideas from concept to creation | 1 2 3 4 5 |
| Reflection & Understanding | Group shows little awareness of their process. The work does not demonstrate understanding of content or purpose of project. | Work reflects a deep understanding of the complexities of the content and project. Decisions are purposeful and thoughtful. | 1 2 3 4 5 |

**Total Points: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/(35 points) Grade: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_%**