

Name:

Date:

Class:

Delivery System Poster/Video Rubric

Section	Points	Comments
Group Information: Includes title, member names, hyperlink to video (optional)	____/2	
Opportunity Identification: Clearly and creatively presents introduction to problem, relevance, interest, and mission statement	____/7	
User Needs: Properly states the identified, refined, organized, and prioritized user needs	____/5	
Concept Generation: Provides sufficient design alternatives that are developed, displayed, and explained	____/5	
Concept Selection: Displays process used to select the design based on the “must haves” criteria	____/5	
Product Specifications: Clearly states engineering specifications guided by user needs and relevant benchmarking; includes measurements for each user need	____/7	
STEM: Displays pictures and rationale that explain the science and math that supports the design; utilizes appropriate science and/or math (STEM) content knowledge	____/15	
Prototypes: Showcases design that is distinct, creative and well developed; addresses most of the issues identified from all design ideas and most of the user needs	____/15	
Testing: Includes the selected prototype test(s) used; showcases prototype evolution of design based on testing data and/or consumer discovery; explains testing completed and/or additional testing that could further optimize the product	____/7	

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Future Work: Identifies modifications that are needed to optimize the design and the science used to drive these decisions	____/7	
Overall Poster/Video: Shows exemplary skills in collecting data from multiple sources and synthesizing their learning; shows clear understanding of the project and design process, layout is coherent, logical and creatively communicates your work; video is helpful and has a sense of salesmanship; represents everyone in the group	____/25	
TOTAL POINTS (100 max)		This is a group grade.