

Assessment Matrix:

Module 1.0: Fundamentals of Publication /Communication Design

Parameters / Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 1.1a Identifying Elements of Composition (Individual assessment)	The student is yet to identify many aspects of the Elements of Composition and draw the layout of only the hidden grids on paper as lines.	The student poorly identified many aspects of the Elements of Composition and drew the layout of only the hidden grids on paper as lines.	The student moderately identified many aspects of the Elements of Composition and drew the layout of only the hidden grids on paper as lines.	The student fairly well identified many aspects of the Elements of Composition and drew the layout of only the hidden grids on paper as lines.	The student very well identified many aspects of the Elements of Composition and drew the layout of only the hidden grids on paper as lines.
Task 1.1b Visual Design of Publication (Group + Individual assessment)	The design of the publication is yet to be composed with proper layout and hierarchy of information.	The design of the publication was poorly composed with proper layout after considering aspects of hierarchy of information.	The design of the publication was moderately composed with proper layout after considering aspects of hierarchy of information.	The design of the publication was fairly well composed with proper layout after considering aspects of hierarchy of information.	The design of the publication was very well composed with proper layout after considering aspects of hierarchy of information.
Task 1.2a Analysis of Media (Group assessment)	Analysis of the different (media) is yet to be done	Analysis of the different (media) was poorly done after considering different factors of communications	Analysis of the different (media) was moderately done after considering different factors of communications	Analysis of the different (media) was done fairly well after considering different factors of communications	Analysis of the different (media) was done very well after considering different factors of communications
Task 1.2b Social Awareness Message (Individual assessment)	The design of the message for social awareness campaign is yet to be done	The design of the message for social awareness campaign was poorly done	The design of the message for social awareness campaign was moderately done	The design of the message for social awareness campaign was fairly well done	The design of the message for social awareness campaign was very well done

Task 1.3 Visual Story Book for Children (Individual assessment)	The Storybook for children is yet to be done. The understanding the process to solve a communication design problem is yet to be done	The Storybook for children was poorly done after understanding the process to solve a communication design problem	The Storybook for children was moderately done after understanding the process to solve a communication design problem	The Storybook for children was done fairly well after understanding the process to solve a communication design problem	The Storybook for children was done very well after understanding the process to solve a communication design problem
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Assessment Matrix:

Module 2.0: Fundamentals of Moving Images

Parameters / Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 2.1 Script of the Story (Group + Individual assessment)	The student: Needs to start creating a script	The script as well as the story-board was poorly conceived	The script as well as the story-board was moderately conceived	The script as well as the story-board was fairly well conceived	The script as well as the story-board was very well conceived
Task 2.1 Presentation of the Script (Group + Individual assessment)	The script of the story was needs to be presented by the group.	The script of the story was poorly presented by the group.	The script of the story was moderately presented by the group.	The script of the story was fairly well presented by the group.	The script of the story was very well presented by the group.
Task 2.2 Visuals of Story (Group + Individual assessment)	The visuals of the story need to be shot.	The visuals of the story poorly shot.	The visuals of the story were moderately shot.	The visuals of the story were fairly well shot.	The visuals of the story were shot very well.
Task 2.2 Editing of the Story (Group + Individual assessment)	The editing of the story needs to be done.	The editing of the story just about done.	The editing of the story was moderately done.	The editing of the story was fairly well done.	The editing of the story was very well done.

Assessment Matrix:

Module 3.0: Fundamentals of Information Design

Parameters / Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 3.1 Visualisation of the Journey from Home to School (Individual assessment)	The visualization of the journey from home to school needs to begin with both the quantitative and qualitative elements being represented	The visualization of the journey from home to school was just about done with both the quantitative and qualitative elements somewhat represented	The visualization of the journey from home to school was done moderately well with both the quantitative and qualitative elements moderately represented	The visualization of the journey from home to school was fairly done well with both the quantitative and qualitative elements represented fairly	The visualization of the journey from home to school was done well with both the quantitative and qualitative elements represented well
Task 3.2 Charts about the Statistics of the School (Group + Individual assessment)	Design of the charts about the Statistics of the School needs to be done.	Design of the charts about the Statistics of the School was just about done.	Design of the charts about the Statistics of the School was moderately done.	Design of the charts about the Statistics of the School was fairly done.	Design of the charts about the Statistics of the School was very well done.
Task 3.3 Directional Signage for School (Group + Individual assessment)	Design of the directional signage for the School needs to be done.	Design of the directional signage for the School was just about done.	Design of the directional signage for the School was moderately done.	Design of the directional signage for the School was fairly done.	Design of the directional signage for the School was very well done.

Assessment Criteria:**Module 4.0: Communication Design Collaborative Project**

Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 4.1 Problem/Issue Identification (Group Assessment)	Needs help to identify the key elements of the problem and/or the objectives with a great deal of assistance	Just about identifies the key elements of a problem and vaguely outlines the objectives with assistance	Moderately identifies the key elements of problems and outlines the objectives with assistance	Fairly identifies the key elements of problems and clearly outlines the objectives in an effective manner with little assistance	Identifies the key issues and has a very good understanding of the problem area based on secondary and primary research
Task 4.2 Analysis of Problem (Group + Individual assessment)	Needs a great deal of assistance to interact with communication design and note down observations	Needs some assistance to interact with communication design and note down observations	Moderately develops strategies to interact and use logical reasoning to observe and note down observations with assistance	Fairly develops strategies to interact with communication design and use logical reasoning to reach accurate results with little assistance	Analysis of the communication problem was done very well with proper categorisation and assigning priorities.
Task 4.3 Ideation and Shortlisting (Group + Individual assessment)	Needs to come out with creative innovative alternate ideas along with sketches	Just about comes out with creative innovative alternate ideas along with sketches	Moderately comes out with creative innovative alternate ideas along with sketches	Fairly comes out with creative innovative several alternate ideas along with sketches	Comes out with creative innovative several alternate ideas along with sketches
Task 4.4 Mock-up Prototype (Group + Individual assessment)	The mock-up of the prototype of the final concept + feedback needs to be done	The mock-up of the prototype of the final concept + Feedback was just about done	The mock-up of the prototype of the final concept + Feedback was moderately done	The mock-up of the prototype of the final concept + Feedback was fairly done	The mock-up of the prototype of the final concept was done well +incorporating feedback from the users
Task 4.5 Final Design Presentation (Group + Individual assessment)	The final presentation showing the design process and the final solution needs to be done	The final presentation showing the design process and the final solution was just about done	The final presentation showing the design process and the final solution was moderately done	The final presentation showing the design process and the final solution was fairly done	The final presentation showing the design process and the final solution was done very well

Assessment Matrix:

Module 5.0: Fundamentals of Product Design

Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 5.1b: Understanding Form (Individual assessment)					
Understanding and Application	Drawing of extremes is not clearly represented Not consistent between different shapes (abrupt)	Drawing of extremes is somewhat clearly represented Somewhat consistent between different shapes	Drawing of extremes is clearly represented Moderately consistent between different shapes	Drawing of extremes is very clearly represented Very consistent between different shapes	Drawing of extremes is extremely clearly represented Extremely consistent between different shapes
Involvement / participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task
Skill demonstration	Is able to present the model with many imperfections (9 to 10 imperfections)	Is able to present the model with moderate (imperfections (7 to 8 imperfections))	Is able to present the model with few imperfections (5 to 6 imperfections)	Is able to present the model with very few imperfections (3 to 4 imperfections)	Is able to present the model which is close to perfection (1 to 2 imperfections)
Task 5.2: Representation and Analysis of Form (Individual assessment)					
Product analysis	No factors of product analysis covered	Very few (one) factors of product analysis are covered with insufficient/improper depth	Few (two) factors of product analysis are covered with moderate depth	Most (three) factors of product analysis are covered with significant depth	All (four) factors of product analysis are covered with proper/adequate depth
Involvement / participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task

Skill demonstration	Is able to sketch with no details	Is able to sketch with few details	Is able to sketch with moderate details	Is able to sketch with many details	Is able to sketch with perfection .
Documentation/presentation	No stages covered	1-2 stages of documentation with no detailing	1-2 stages of documentation with inadequate detailing	3 stages of documentation with inadequate detailing	3 stages of documentation with adequate detailing

Task 5.3: Nature and Design (Individual assessment)

Critical thinking	With no correlation	With slight correlation	With moderate correlation	With adequate correlation	With perfect correlation
Concept/Form development	1 concept developed	2 concepts developed	3 concepts developed	4 concepts developed	5 concepts developed
Involvement / participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task
Skill demonstration	Is able to sketch with no details	Is able to sketch with few details	Is able to sketch with moderate details	Is able to sketch with many details	Is able to sketch with perfection.

Task 5.4: Simple Product Design (Group assessment)

Problem Analysis	Is able to identify a problem (only)	Is able to identify a problem and develop a simple design brief	Is able to identify a problem and develop a simple design brief which has few relevant parameters of the problem	Is able to identify an appropriate problem and develop a design brief which has some relevant parameters of the problem	Is able to identify an appropriate problem and develop a detailed design brief which has all the relevant parameters of the problem
Concept Development	The problem is not addressed	The problem is somewhat addressed	The problem is moderately addressed	The problem is completely addressed and not acknowledged by the 'client student'	The problem is completely addressed and is acknowledged by the 'client student'
Involvement / participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task
Skill demonstration	Is able to sketch with no details	Is able to sketch with few details	Is able to sketch with moderate details	Is able to sketch with many details	Is able to sketch with perfection.

Assessment Matrix:

Module 6.0: Fundamentals of Interface Design

Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 6.1: Understanding user Interface (Individual assessment)					
Concept Development	No element of exploration	The exploration is somewhat addressed	The exploration is moderately addressed	The exploration is adequately addressed	The exploration is completely addressed
Involvement / Participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task
Task 6.2: User Research (Individual assessment)					
Research Analysis	Data gathered with no analysis	Data gathered with little analysis	Data gathered with moderate analysis	Data gathered with adequate analysis	Data gathered with detailed analysis
Interface Analysis	No analysis	Little analysis	Moderate analysis	Adequate analysis	Detailed analysis
Task 6.3: Product Interface Design (Group assessment)					
Concept Design	Problem is not addressed through the interface redesign	Problem is somewhat addressed through the interface redesign	Problem is moderately addressed through the interface redesign	Problem is adequately addressed through the interface redesign	Problem is completely addressed through the interface redesign
Involvement / Participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task
Final Presentation	One stage	Two stages	Three stages	Four stages	All five stages

Task 6.4: Understanding Graphical User Interface (Individual assessment)

Concept Development	No element of exploration	The exploration is somewhat addressed	The exploration is moderately addressed	The exploration is adequately addressed	The exploration is completely addressed
Involvement / Participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task

Task 6.5: Developing an Interface in the Digital Space (Group assessment)

Concept Design	Absence of detailing	Low level of detailing	Moderate level of detailing	Adequate level of detailing	High level of detailing
GUI Design	No rationale for the design elements	Rationale for one design element is provided	Rationale for two design elements is provided	Rationale for three design elements is provided	Rationale for four design elements is provided
Involvement / Participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task

Assessment Matrix:

Module 7.0: Fundamentals of Game and Toy Design

Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 7.1: Deconstructing Game (Individual assessment)					
Game analysis (depicted through presentation)	No factors of game analysis are covered	Very few (one) factors of game analysis are covered with insufficient/improper depth	Few (two) factors of game analysis are covered with moderate depth	Most (three) factors of game analysis are covered with significant depth	All (four) factors of game analysis are covered with proper/adequate depth
Involvement / participation	No interaction during the task	Low level of interactions during the task	Moderate level of interactions during the task	Good level of interactions during the task	High level of interactions during the task
Task 7.2: Design of an Innovative Game (Group + Individual assessment)					
'Learning' objective	Learning objective is not met	Learning objective is met to some extent	Learning objective is met to a moderate extent	Learning objective is met to fair extent	Learning objective is completely met
Game design and presentation (prototype)	No element of game is incorporated	One element of game are incorporated	Two elements of game are incorporated	Three elements of game are incorporated	All four elements of game are incorporated
Task 7.3: Design of an Innovative Toy (Group + Individual assessment)					
Application	The concept of physics is not applied	The concept of physics somewhat applied	The concept of physics moderately applied	The concept of physics is sufficiently applied	The concept of physics completely applied
Model making	The model doesn't work	The model works but with many errors	The model works but with few errors	The model works but with few negligible errors	The model works with perfection

Assessment Matrix:

Module 8.0: Design Project: Product Design Collaborative Enterprise Start-up Project

Achievement Levels	1-2 BEGINNING	3-4 DEVELOPING	5-6 PROMISING	7-8 PROFICIENT	9-10 EXCELLENT
Task 8.1 Identify a Problem (Group + Individual assessment)	Is not able to identify a problem	Is able to identify a problem and develop a simple design brief	is able to identify a problem and develop a simple design brief which has few relevant parameters of the problem	Is able to identify an appropriate problem and develop a design brief which has some relevant parameters of the problem	Is able to identify an appropriate problem and develop a detailed design brief which has all the relevant parameters of the problem
Task 8.2 Analysis of Design Opportunity (Group + Individual assessment)	Is not able to develop a simple design brief	able to develop a design specification which specifies the requirement only and there is no reference to the outcome of the research	able to develop a design specification which outlines the requirement with no reference to the outcome of the research	Is able to develop a design specification which outlines the requirement with limited reference to the outcome of the research	Is able to develop a design specification which justifies the requirement based on the outcome of the research
Task 8.3 Creative Alternatives (Group + Individual assessment)	Is able to showcase development of few ideas with the help of concept models with no analysis of the outcome	Is able to showcase development of ideas with the help of concept models with no analysis of the outcome	Is able to showcase development of ideas with the help of concept models with no analysis of the outcome Is able to select one idea for detailed development (as a solution to the problem) with no justification	Is able to showcase development of ideas with the help of concept models with limited analysis of the outcome Is able to select one idea for detailed development (as a solution to the problem) with little justification	Is able to showcase development of ideas with the help of concept models with detailed analysis of the outcome Is able to select one idea for detailed development (as a solution to the problem) with sufficient justification
Task 8.4 Prototype and	The mock-up of the prototype of the final concept	The mock-up of the prototype of the final concept	The mock-up of the prototype of the final concept	The mock-up of the prototype of the final	The mock-up of the prototype of the final concept

Feedback (Group + Individual assessment)	yet to be done	was done poorly + without incorporating feedback from the users	was done moderately well +incorporating feedback from the users	concept was done fairly well +incorporating feedback from the users	was done very well +incorporating feedback from the users
Task 8.5 Business Model (Group assessment)	The students are yet to put together a viable business model for their design enterprise	The students put together a poorly done viable business model for their design enterprise	The students put together a moderately viable business model for their design enterprise	The students put together a fairly viable business model for their design enterprise	The students put together a good viable business model for their design enterprise
Task 8.4 Final Pitch Presentation (Group + Individual assessment)	The final presentation showing the business model, design process and the final solution is yet to be done	The final presentation showing the business model, design process and the final solution was poorly done	The final presentation showing the business model, design process and the final solution was moderately done	The final presentation showing the business model, design process and the final solution was fairly done well	The final presentation showing the business model, design process and the final solution was done very well

Student Feedback Form:

NAME	CLASS	MODULE	TASK	ACTIVITY	DATE
Give a rating for each of the statements below: - by placing a tick mark in the corresponding box.					
	INADEQUATE	FAIR	GOOD	VERY GOOD	EXCEPTIONAL
Level of effort you put into activity					
Your level of knowledge at the start of the activity					
Your level of knowledge at the end of the activity					
Understanding of exposure slides/video					
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
I enjoyed doing the activity					
I understood the design principles while doing the task					
I liked trying out different creative variations					
I can apply design thinking process to problem solving					
I enjoyed working in collaboration with my group					
Additional Comments:					
What I liked the most:					
What can be done better:					
What can be Added/Changed:					

Teacher Feedback Form:

NAME	CLASS	MODULE	TASK	ACTIVITY	DATE
Comments: - place a tick mark in the corresponding box.					
	COMMENTS				
It was easy to deliver the exposure modules:	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Your comments:					
It was easy/satisfying/enjoyable to conduct the task activities:	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Your comments:					
No issues were faced with regard to assessment of the task:	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Your comments					
Common questions posed by the students:					
Suggestions for improving the task or suggestion of another task:					
Other suggestions, if any:					