

RPW304 Technical Report Writing

Project Evaluation: Design Pitch (DP)

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

Evaluation Criteria: Content

- eval** Memo of Transmittal is framed properly, provides appropriate context & justification for the project, provides a link to the screencast, & requests appropriate action regarding the submission.
- eval** Title and introduction establish the topic for and the purpose of the presentation.
- eval** Introduction previews the purpose, focus, and structure of the presentation.
- eval** Pitch distills the essential features & functions of the DA Object of Study (OoS) as a representation of market competition.
- eval** Pitch evaluates the qualities and characteristics of effective design based on the heuristic and ux assessments completed this semester.
- eval** Pitch effectively frames the design details (including features & functions) significant to the proposed design.
- eval** Pitch makes clear how the new design will improve function & usability in comparison to the OoS.
- eval** Pitch effectively incorporates appropriate visual content into discussion.
- eval** On-screen figures & tables captioned appropriately & effectively.
- eval** Discussion supported by concrete, specific evidence throughout.
- eval** Discussion is consistently well organized.
- eval** Presenter closes pitch professionally & invites viewers to discuss & contribute ideas about the proposed design.

Project Evaluation

Total Points (200 possible)	score
Content (80 points possible)	score
Design, Delivery (80 points possible)	score
Professionalism (40 points possible)	score

Evaluation Criteria: Design & Delivery

- eval** Memo of Transmittal meets format/layout expectations for the genre.
- eval** Screening document establishes & maintains a strong, consistent visual logic.
- eval** Screening document presented in a professional page design that effectively coordinates textual & visual content.
- eval** Screening document is professionally framed on screen.
- eval** Presentation of content is consistently well paced & confidently delivered.
- eval** Screencast audio & video are clear & free of glitches or production problems.

Evaluation Criteria: Professionalism

- eval** Submission includes the required, properly labeled files in the appropriate formats & posted to the designated location(s).
- eval** Memo of Transmittal demonstrates appropriate professionalism & attention to detail.
- eval** Screening document & screencast demonstrate appropriate professionalism & attention to detail.
- eval** Presenter seems prepared, & maintains appropriate professionalism throughout the presentation.
- eval** Written & spoken content are grammatically sound, properly punctuated.
- eval** Written & spoken content are stylistically appropriate (clear, concise), & utilize audience-appropriate terminology.

Evaluation Criteria Key

- yes** evident and at least generally successful
- nw** evident, but needs work
- no** not evident, or not generally successful
- na** does not apply to this submission