

Grading Rubric

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Student work is assessed by:

- Submission of designed form
- Memo describing why specific document design choices were used and how testing results influenced the final format.

Online or in-class discussion

- Why each question was chosen
- What other questions were considered
- What types of data/information are privileged by the question choices.

Memo

- Explain why specific document design choices were used
- Explain how testing results influenced the final format.
- Demonstrate appropriate memo format and content
- Use concise language
- Offer specific supporting details
- Have required number of images
- Follow best practices for image integration
- Include written assessment section and final recommendations