



Design Defense Rubric

Class of 2024



Student Name	AP2EX Title	Date of Defense	Final Ranking:
			Pass Fail

Elements	Descriptors	Comments/Notes	Pas/Fail
Founders' Story	- Student describes: <i>Who am I? What is my identity? Talents?</i> - Speaks in 1st Person to inform and inspire - Student shares enough so that the audience feels a connection. Design is a human business - we want to know who the mind behind the design is! - What is your story? What do you offer? To whom? Why you are different?		Pass Fail
Design Challenge: Title & User	- Student has an attention grabbing title for project. - Student provides a hook to capture the interest of the audience. - Student has an identifiable User (or group).		Pass Fail
Design Challenge: Empathy & Needs Statement	- Student explains the Empathy gathering processes to show understanding of the interests, needs, or wants of another. Interview, Survey, Observation? - Student tells the story of your user!!!! - The Needs Statement and the Empathy development connect.		Pass Fail
Design Challenge: Ideation	- Student provides evidence of the ideation process. How many ideas were generated? Did the student seek input from others? - Student demonstrates how his/her creativity flourished in this process.		Pass Fail
Design Challenge: Prototype	- Student shares the prototype by making a pitch. - Student convinces the panel that the prototype is a great idea. - Explain how it works, will be implemented, etc. - Student actually shows prototype (physical, or video, or model, pictures etc).		Pass Fail

Dimension(s) of Product Design	• Minimum of 1 Dimension of Product Design used in Prototype. • Student explains which Dimension(s) of Product Design were used to make the Prototype. • Student explains the learning process and mastery of the Dimension(s) - show evidence from Digital Portfolio/website. • Student shares about his/her learning of the Dimension(s) what was easy, what was a struggle, what was surprising if anything?		Pass Fail
Reflection	• Student explains what he/she learned through this process. • Student shares insights about what he/she learned about themselves through this experience - preferably tied to the GILLS, but not required. • Student discusses why or how this type of thinking, and/or the skills gained will be useful in the future as a human, designer, student, etc!		Pass Fail
Presentation Skills	• Student slide deck is clean, all pictures relate to the project, not too much text - student told the story, the student didn't just read it. • Student presents and clearly has mastered the PVLEGSS: ◦ Poise, Voice, Life, Eye Contact, Gestures, Speed, Smile		Pass Fail
Logo	• Student has created a logo that either: ◦ Connects to the prototype ◦ Represents the student as a person. • Dimensions of Product Design should be used: color, shape, etc.		Pass Fail

Audience Feedback (Kind, Specific, Helpful)

"I like..."	"I wish..."	"I wonder..."

Dimensions of Product Design Review (Prior to Design Defense)

Dimension 1	Dimension 2	Dimension 3	Dimension 4	Dimension 5	Dimension 6
Pass Fail	Pass Fail	Pass Fail	Pass Fail	Pass Fail	Pass Fail