

Table 3: Final Project – Conceptual Site Design Poster Rubric			
4 Dimensions of Understanding			
Knowledge	Methods	Purposes	Forms
A. Transformed intuitive beliefs	A. Healthy skepticism	A. Awareness of the purposes of knowledge	A. Mastery of performance genres
Connecting common sense with the discipline – Intuitive beliefs are questioned, but they inform the discipline	Can understand that knowledge is constructed by humans and see how one can ask too much of single methods	Look for why this knowledge is important and why it is important in people’s lives	Can move easily through different means of communication and create new protocols when needed.
- Answer question – What makes this a great place? Compare answer to original answer given at beginning of semester. Should include use design principles and/or APA criteria.	- Handout of programming description. - Poster includes text and visual communication. - Use of hand drawing and computer representation. - Poster and materials are accessible to average person.	- Poster communicates this message to client and viewers.	- Uses Photoshop and InDesign in creative ways. - Uses drawing skills. - Program description handout coordinates with poster in content and appearance.
B. Coherent and rich conceptual webs	B. Building knowledge in the domain	B. Uses of knowledge	B. Effective use of symbol systems
Can move easily from specifics to broader generalizations	Use of professional methods in a variety of ways or in new, upper level ways.	Realizing multiple uses and that they can create new uses. How to “see” the world through the discipline’s lenses	Can use symbols as effective communication tools and can use them in creative ways when needed.
- Poster uses design principles: clear hierarchy, organizing structure, typography, white space with a purpose, far away and close up, color with a purpose, and triangulation. - Poster shows where ideas originate. - Site design is based on programming description and site analysis.	- Creative use of Photoshop and InDesign. - Poster – “breaks the grid” - Overall design achieves a “sensed quality” – engages all 5 senses - Site design uses technical information in artistic ways.	- Design principles for art evaluation are used in site design. - Design principles for posters are used in site design. - Design takes into consideration advice from allied professions.	- Uses established site design symbol system. - Uses own logical symbol system when needed. - Site design uses proper scale and north arrow.
	C. Validating knowledge in the domain	C. Ownership and autonomy	C. Consideration of audience and context
	Use of multiple methods of validation which are open to change.	Students feel <i>authorized</i> to use their knowledge and see consequences from different points of view.	Effective communication entails taking different worldviews into consideration and being good listeners. Can use context to enhance communication.
	- Answer to great place questions uses different kinds of reasons (examples, has a tactile quality and human scale).	- Site design is creative but still meets client’s needs. - Site design draws on advice from other allied professions.	- Poster shows student listened to the client. - Poster shows design in tune with cultural, biological, and physical context of area. - Programming includes government regulations and uses expertise of other allied disciplines.