

	Excellent 5	Very Good 4	Good 3	Fair 2	Poor 1	% Weight
Needs Analysis & Insights	Insights to the direction of the design are highly creative, well articulated, and offer an outstanding solution to the current problem and the space. AND there is clear evidence that student feedback was gathered and taken into consideration.	Insights to the direction of the design are creative, well articulated, and offer a novel solution to the current problem and the space. AND there is clear evidence that student feedback was gathered and taken into consideration.	Insights to the direction of the design are effective, somewhat articulated, and offer a workable solution to the current problem and the space. AND/OR There is some evidence that student feedback was gathered and taken into consideration.	Insights to the direction of the design are minimal, not clearly articulated, and offer a plausible solution to the current problem and the space. AND/OR There is little or no evidence that student feedback was gathered and taken into consideration.	No real insights to the direction of the design are shown, not clearly articulated, and the solution offered is vague or inappropriate for the current problem and the space. AND/OR There is no evidence that student feedback was gathered and taken into consideration.	20
Vision	Strong and clear evidence of how the design thinking process led to the final solution. Vision is creative, compelling, and uniquely suited for the context. Design team is comprised of a variety of disciplines/majors which strengthens the vision.	Some evidence of how the design thinking process led to the final solution. Vision is somewhat creative and is well-suited to the context. Design team is comprised of a variety of disciplines/majors which strengthens the vision.	Some evidence of how the design thinking process led to the final solution. Vision is complete, articulates how the space will be used, and is appropriate to the context. Design team does not seem to impact the vision.	Minimal evidence of how the design thinking process led to the final solution. Vision is not clear, does not articulate how the space will be used, and offers little enhancement to the context. Design team does not seem to impact the vision.	Little or no evidence of how the design thinking process led to the final solution. Vision is unclear, does not articulate how the space will be used, and does not enhance the context. Design team does not seem to impact the vision.	20
Uniqueness & Creativity	Proposal as a whole is outstanding. Reasoning is clear and well-informed. All composition elements work together to form a design that is creative, compelling, and offers a unique solution to the space problem.	Proposal as a whole is very good. Reasoning is clear and well-informed. Most composition elements work together and form a creative design that offers a good solution to the space problem.	Proposal as a whole is good. Reasoning is somewhat clear and somewhat informed. Some composition elements work together and the design offers a good solution to the space problem.	Proposal as a whole is fair. Reasoning is not clear or particularly informed. The composition elements do not necessarily work together but the design is a viable solution to the space problem.	Proposal as a whole is poor. Reasoning is not clear and not informed. The composition elements do not work together and the design is not a viable solution to the space problem.	20
Floor Plan	Layout design is of outstanding quality. Elements of the space are accurately represented, and creatively communicate the overall vision for the project.	Layout design is uncluttered and easy to understand. Elements of the space are mostly accurate, and easily communicate the overall vision for the project.	Layout design is somewhat cluttered but still understandable. Spacing of elements is not completely accurate but communicates the overall vision for the project.	Layout design is cluttered and/or somewhat unclear. Spacing of elements are not accurate and only partially communicate the overall vision for the project.	Layout design is cluttered and/or unclear. Spacing of elements are not accurate and do not communicate the overall vision for the project.	15
HM furnishings	Furniture chosen from the HM catalog offers a unique solution for the space design, shows exceptional reasoning in terms of comfort and utility, and effectively communicates the overall vision for the space. Proposal is within budget and furnishings are itemized.	Furniture chosen from the HM catalog offers a good solution for the space design, shows good reasoning in terms of comfort and utility, and effectively communicates the overall vision for the space. Proposal is within budget and furnishings are itemized.	Furniture chosen from the HM catalog offers an acceptable solution for the space design, shows some reasoning in terms of comfort and utility, and communicates the overall vision for the space. Proposal is within budget and furnishings are itemized.	Furniture chosen from the HM catalog offers a bland solution for the space design, shows minimal reasoning in terms of comfort and utility, and weakly communicates the overall vision for the space. Proposal may not be within budget and/or furnishings may not be itemized.	Furniture chosen from the HM catalog offers a poor solution for the space design, shows minimal reasoning in terms of comfort and utility, and does not communicate an overall vision for the space. Proposal may not be within budget and/or furnishings may not be itemized.	15
Flooring, Wall, & Miscellaneous Elements	Miscellaneous items enhance the furniture and layout, and are especially creative and interesting. Choices are well informed, thoughtfully articulated, and particularly well-suited for the context. Proposed items are within budget and itemized.	Miscellaneous items enhance the furniture and layout but are not exceptional. Choices are well-informed, thoughtfully selected, and suited for the context. Proposed items are within budget and itemized.	Miscellaneous items offer some enhancement to the furniture and layout but are not especially creative or interesting. Choices seem partially informed, or may not be suited for the context. Proposed items are within budget and itemized.	Miscellaneous items are missing or offer minimal enhancement to the furniture and layout. Choices seem partially informed, or may be unsuited for the context. Proposed items may not be within budget or itemized.	Miscellaneous items are missing or offer no enhancement to the furniture and layout. Choices are not well informed or unsuited for the context. Proposed items may not be within budget or itemized.	10
TOTAL %						100