

Student:			Course: BScHons Interactive Multimedia Design		Level: 2		Academic Year 2011/12		
Module Code: DES311		Module Title: Information Design							
Criteria/Values	0 - 1.9	2 - 2.4	2.5 - 2.9	3 - 3.4	3.5 - 5	Value awarded	Weighting	Mark	
	Poor	Adequate	Satisfactory	Good	Excellent				
Depth of research, and quality of critical design appreciation.	Poor research and little interest shown in design issues.	Adequate awareness of design issues, but lacking in reflection and critical design appreciation.	Satisfactory level of critical awareness, although sources a little predictable. Critical design appreciation lacks depth.	Interested in debate regarding design issues leading to in-depth research and good critical design appreciation.	Excellent research leading to unusual sources and high level of engagement in critical debate.		x5		
Planning, application of design methodology.	Weak approach, poor planning and application of design methodology.	Some ability and basic planning evident but lacking rigorous application of design methodology.	Satisfactory planning and a competent application of design methodology.	Good planning and inventive use of design methodology as demonstrated by end results in design work.	Excellent planning and application of design methodology, demonstrating depth and confidence in approach.		x5		
Quality of creative experimentation and innovation.	Poor. Little evidence of experimentation and innovation.	Awareness of design problems but lacking ability or a willingness to experiment.	Satisfactory quality of creative experimentation, but lacking innovation.	Good creative experimentation, leading to innovative solutions.	Demonstrates considerable ability in design experimentation leading to novel and original project work.		x8		
Contribution to Lectures, Crits & Lab Sessions, etc.	Poor. Disappointed with contribution could have been more effective	Contributed to aspects of programme, but lacking in consistency	Played a satisfactory part in programme throughout the module.	Good contribution to all aspects of programme. Influential role.	Excellent contribution to all aspects of programme. Leading role.		x2		
Module Co-ordinator: Tim Potter						TOTAL MARKS:			
Comments: (strengths, weaknesses, points for discussion)						Signed: Tim Potter Date:			