

	Web Development	UX Skills	Visual Design	Presentation Skills	Project Management
4.0	Excellent understanding of HTML/CSS. Displays best practices for building web pages. Understands the 'why' behind the rules.	Excellent understanding of the phases of Design Thinking (Empathize, Ideate, Prototype, Test, Refine). In-depth knowledge of your user-centered design.	Excellence in Visual Design. Clarity of content, and intent. Best practices in art direction, typography, or illustration.	Effective in defending your design decisions; convincing others to buy into your ideas. Know how to run a design critique. Can give and receive feedback.	You meet all your deadlines, you know where all your files are, you have excellent communication skills, you document your process. Your teammates love working with you.
3.0	Basic understanding of best practices of building web pages.	Basic understanding of the principle of UX design.	Visual Design and typography skills are very good.	Presentation skills are very good.	Organized and on schedule, efficient, a team player.
2.0	Coding skills need work. Behind most of the class.	Not clear on the concepts of UX design. Lacking empathy. Designing for yourself.	Visual design skills need work. Unfinished, sloppy, or not clear.	Presentation skills need work. Not convincing or not participating in the critique.	Missed deadlines, resentful teammates, missing files.
1.0	Not acceptable	Not acceptable	Not acceptable	Not acceptable	Not acceptable