	Research and Preparation	**Empathy and Design Thinking**	**Visual Design and Clarity**	**Presentation Skills**	**Project Management**
4.0	Superior organizational skills for gathering information at the start of the project. Demonstrates an ability to design around data.	Excellent understanding of the phases of Design Thinking (Empathize, Ideate, Prototype, Test, Refine). In-depth knowledge of your users.	Excellence in Visual Design, UI 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 research best practices and designing with data.	Basic understanding of the principles of Design Thinking.	Visual Design and typography skills are very good.	Presentation skills are very good.	Organized and on schedule, efficient, a team player.
2.0	Research skills need work. Lack of meaningful data.	Not clear on the concepts of Design Thinking. Lacking empathy.	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