

App Design Rubric

Areas of evaluation are (1) Quality of the idea; (2) Implementation & Design; (3) Technical coding skills

- **Presentation: How clear and precise is the Summary, Instructions, and Video.**
 - Is there a question left in your mind after reading the summary and instructions?
 - Did the app Video highlight all of the main features in an attractive and exciting manner? Did the audio and video quality show editing and refinement? Were the app's innovation, theme connection, and fun/informative nature described?
 - How original is the concept for the App?

- **Innovation: How creative and technically unique is the app.**
 - Are there unique elements of the app compared to other apps? Or is the app an extension of previous ideas in a new direction?
 - Are the new, unique elements connected to the theme of the app/game?
 - If game: Is the game straightforward and linear or open and allow for multiple strategies?

- **Appeal Factor: How informative, useful, and entertaining is the App.**
 - Does the app/game draw you in and keep you engaged?
 - Would you want to use/play the app/game again?
 - If game: Is it challenging without being frustrating?
 - Are the controls intuitive?

- **Production Quality: How complete is the App including its polish of design, functionality, and thematic execution.**
 - Is the UI clear and useful?
 - Are the graphics unified in their style or do they look like they were cut and pasted from multiple sources? Do the graphics fit the theme?
 - If game: Are the sound effects and music appropriate for the game play and do they set the tone for the game?

- **Coding and Technical Skill:**
 - Does the coding follow structured programming rules?
 - Is the source code well documented?