# Evaluation Criteria - Product Design/Development

Please evaluate how the presentation met each statement.
1 - did not meet, 4 - fully met and exceeded expectations

| CONTENT ASSESSMENT | | | | |
|---|---|---|---|---|
| Objectives for the project are clear | 1 | 2 | 3 | 4 |
| Provides context/background | 1 | 2 | 3 | 4 |
| Explains significance and scope of project | 1 | 2 | 3 | 4 |
| Situates project within the field | 1 | 2 | 3 | 4 |
| Demonstrates understanding of product/design | 1 | 2 | 3 | 4 |
| Explains project process clearly and succinctly | 1 | 2 | 3 | 4 |
| Considers alternative solutions/designs | 1 | 2 | 3 | 4 |
| Final product/design meets objectives | 1 | 2 | 3 | 4 |
| Assesses marketability/usability | 1 | 2 | 3 | 4 |
| Describes how feedback on product/design is/would be evaluated | 1 | 2 | 3 | 4 |
| Project reflects originality/creativity | 1 | 2 | 3 | 4 |
| **DELIVERY ASSESSMENT** | | | | |
| Presenter enunciates clearly | 1 | 2 | 3 | 4 |
| Presenter speaks with confidence | 1 | 2 | 3 | 4 |
| Presenter engages the audience | 1 | 2 | 3 | 4 |
| **PRESENTATION ASSESSMENT** | | | | |
| Organization is clear and follows a logical sequence | 1 | 2 | 3 | 4 |
| Presentation is cohesive | 1 | 2 | 3 | 4 |
| Text and visuals are consistent and appropriate | 1 | 2 | 3 | 4 |
| **QUESTIONS** | | | | |
| What feedback do you have for the student presenter? | | | | |
| What feedback do you have for the mentor/advisor? | | | | |