

Evaluation Rubric

Category 1: Needfulness and Creativity

/35 points

- Evaluation of how well the design addresses the challenge of creating a space that keeps the act of designing alive.
- Creativity and innovation in the design solution, considering the unique challenges faced by designers and the industry in the age of AI.
- Demonstration of a deep understanding of the concept of memorializing and the role of physical space in preservation.

Total points for needfulness and creativity category: _____

(Please enter a number less than or equal to 35)

Scoring:

Excellent (32-35 pts)

Good (27-31 pts)

Average (23-26 pts)

Poor (-22 pts)

Category 2: Specificity and Effectiveness

/25 points

- Clear articulation of how the design contributes to the act of creation and inspiring target users to participate in the process.
- Effectiveness of the design in supporting the four required spaces (Discovery Space, Analytical Forum, Brainstorming Arena, and Test Lab) as a coherent sequence or system along with the support spaces.
- Consideration of elements (spatial, material, technological) that facilitate research, discussion, ideation, and prototyping/testing, as well as a clear connection of the proposed environment to its specific campus site.

Total points for specificity and effectiveness category: _____

(Please enter a number less than or equal to 25)

Scoring:

Excellent (23-25 pts)

Good (20-22 pts)

Average (17-19 pts)

Poor (-16 pts)

Category 3: Specificity of User Group, User Need, and Evidence-Based Design

/20 points

- Identification and detailed consideration of the project's intended users, along with any additional self-defined user segments relevant to the concept.
- Incorporation of evidence-based or research-grounded design reasoning, including site analysis with real photos, cited references, and/or first-person research (observation, interviews, fieldwork) supporting design decisions.
- Tailoring of the design to the specific needs, motivations, and experience of the identified user group(s), showcasing a thoughtful and informed approach to who the design is for and why it matters to them.

Total points for specificity: _____

(Please enter a number less than or equal to 20)

Scoring:

Excellent (18-20 pts)

Good (16-17 pts)

Average (14-15 pts)

Poor (-14 pts)

Category 4: Graphic Composition

/20 points

- All drawings, diagrams, and other visual items are expected to be executed to the highest level of craft.
- Utilizing the elements and principles of design in graphic composition for design solution communication.

Total points for Graphic Composition: _____

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Evaluation Tips:

- ☐ **Review the Design Brief** to understand the project, find it on the IDEC website <https://idec.org/student-design-competition/> or replay and pause the tutorial
- ☐ Understand this project was a **shortened timeline charrette style** project
- ☐ Understand this project offers a **variety of deliverable possibilities** with a broad set of parameters, many of which are student self-set.
- ☐ You may want to **look over all of your assigned submissions** prior to evaluating them individually
- ☐ **Keep notes** and/or score tally in case submission does not compute, complete, or you are timed out from a website page refresh
- ☐ Total points out of 100 points will automatically populate with your tallied score from the 4 categories.
- ☐ Scrolling or typing before initiating a new mouse click may alter the score.
- ☐ **Verify scoring** is correct **before clicking SUBMIT**