**ASSESSMENT OF COURSEWORK MARKS NAME:**

CRITERION1: Investigating the Design Context

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| --- | --- | --- |
|  | MB | M |
| Discrimination shown when selecting and acquiring relevant research that will promote originality in designing | 7/8 |  |
|  |  |  |
| |  | | --- | | Excellent understanding and analysis of the design context | | 7/8 |  |
| |  | | --- | | Good understanding and analysis of the design context | | 5/6 |  |
| |  | | --- | | Basic understanding and analysis of the design context | | 3/4 |  |
| |  | | --- | | Limited understanding or analysis of design context | | 0-2 |  |
|  |  |  |
| |  | | --- | | Detailed analysis of relevant existing products or systems undertaken related to design intentions | | 7/8 |  |
| |  | | --- | | Good analysis of relevant products or systems undertaken | | 5/6 |  |
| |  | | --- | | Some analysis of related products or systems undertaken | | 3/4 |  |
| |  | | --- | | Minimal analysis of other products or systems undertaken | | 0-2 |  |
|  |  |  |
| |  | | --- | | Comprehensive analysis of relevant and focused research undertaken | | 7/8 |  |
| |  | | --- | | Good analysis of relevant research and context | | 5/6 |  |
| |  | | --- | | Made a superficial analysis of most of the research material and the context | | 3/4 |  |
| |  | | --- | | Provided little evidence of research and analysis of context | | 0-2 |  |
|  |  |  |
| |  | | --- | | Clear and specific design criteria identified, reflecting the analysis undertaken | | 7/8 |  |
| |  | | --- | | Design criteria which reflects the analysis undertaken | | 5/6 |  |
| |  | | --- | | Design criteria reflects most of the analysis undertaken | | 3/4 |  |
| |  | | --- | | Design criteria is very general and lacking in any detail | | 0-2 |  |
|  |  |  |
| |  | | --- | | Target market identified and the intended consumer/user profiled | | 7/8 |  |
| |  | | --- | | Target market for product has been identified | | 5/6 |  |
| |  | | --- | | Some consideration has been taken of the likely consumer/use | | 3/4 |  |
| |  | | --- | | Limited understanding of the target market/user evident | | 0-2 |  |

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| MARK: |