UXD
User Experience Design

Mobile App logo Assessment

"Mobile App" (100 pts)

Concept — Interesting and original concept
(or did you take the easy way and re-create an existing app)

Principles and elements of design — The formatting and graphics demonstrate knowledge of principles and elements of design

Content — Ideas & content address the objective

Continuity — Mobile app expressed continuity throughout each frame

Mechanics — Sentences are complete, no spelling or punctuation errors

Design for Usability — Promotes engagement and user experience through organized content and ideas

Teamwork — Student worked as a team player and took ownership of his/her part in the project

Effort — Student was engaged daily, put best effort forth

Execution — Student clearly took the time and consideration to create an effective Mobile app - professionally created

Timeliness — Project was complete on time

Excellent..........................	10
Good................................	7.5
Fair....................................	5
Poor.................................	3
Unacceptable..............	0

Final Grade: _____

Instructor comments:

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