

Project Deliverables
Spring 2004 – COM 597
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1. GRADING CRITERIA

Delivery	Grade	Criteria
Project Summary	1	Quality and completeness <i>See § 2.1</i>
Story 1	2	Quality and completeness; breadth and depth <i>See § 2.2</i>
Story 2	3	Quality and completeness; breadth and depth <i>See § 2.2</i>
Class Presentation	4	Quality and professionalism of presentation; usefulness of information presented; clearly noted contributions of all team members <i>See § 2.3</i>
Final Delivery	5	Overall completeness; demonstration of understanding of course concepts, theories; creativity <i>See § 2.4</i>
Peer Evaluation	6	<i>See § 3.0</i>

Grades 1 through 5 will be averaged to create a single group grade for the Web project (see syllabus for grade values). This grade may be adjusted for individuals depending on the peer evaluations. (See section 1.7.)

2. DELIVERABLES

2.1 Project Summary

This document will be evaluated on the following criteria:

- ❖ Completeness
- ❖ Professional appearance
- ❖ Appropriate terms for reader(s)
- ❖ Clarity
- ❖ Organization
- ❖ Readability
- ❖ Spelling, grammar, punctuation

For each story, it should contain:

- ❖ Story title
- ❖ Audience description
- ❖ Purpose and how the story supports web site goals/objectives
- ❖ URL
- ❖ Description of process and who played what roles

If the team uses other techniques in development – such as flow charts, storyboards, sketches – then these artifacts are appropriate for inclusion in the summary document. This is a minimum set of required information.

This document may be Word, RTF or PDF.

2.2 Stories

Each content development team will develop two stories. Each story will be judged on its breadth and depth. Each story must contain text, links, and still photos. Stories may contain moving images (Flash, video) or sound. Images and sound (multi-media) should clearly contribute to communication and not be gratuitous (ie, present only to fulfill this option). Grammar, spelling and punctuation are critical. Aesthetic appeal and creativity are also important.

2.3 Final Presentation

The following criteria will be used to grade your team presentation; each student will review team presentations using WebQ. Please include all materials in final project delivery.

1. Introduction
 - Relevant background information
 - Purpose/thesis statement
 - Overview of subtopics to be discussed
 2. Topic discussion
 - Announce subtopics and overview of subparts when introduced
 - Transition across and between subparts (bridge)
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- Incorporate examples
 - Clarify subtopic relevance to overall purpose or thesis
 - Clear organization and focus
3. Conclusion
 - Sums up major subsections
 - Links back to thesis
 4. Handouts (if used)
 - Appropriate detail
 - Grammar, punctuation and spelling
 5. Powerpoint or overheads (if used)
 - Support the presentation
 - Have sufficient contrast
 - Does not distract from presentation
 - Readable - does not contain too much info per slide
 - Grammar, punctuation and spelling
 6. Overall presentation
 - Establish eye contact with audience
 - Does not read from notes or paper
 - Uses conversational manner
 - Varies pitch, rate, and volume of voice
 - Uses proper grammar and pronunciation
 - Features all team members and member contributions

2.4 Final Delivery

The following form should be inserted as the second page of the final version of the Project Specification, immediately after the title page. *Each team member should sign and date in ink.*

This acknowledges that the work contained in this package is a product of the work of the following individuals; it reflects the work of everyone, not just one or two individuals.		
Team Member Name	Team Member Role	Signature/Date

Use a binder clip or folder to organize all parts of the final package, along with a cover sheet listing the following information: (1) title of deliverable “[Project Name] Final Delivery,” (2) date submitted and (3) names of team members. Feel free to bind for cosmetic purposes in any manner you think is appropriate. Any supporting files (e.g., a Powerpoint presentation, a larger version of wireframes or sitemap) and the web site files should be included on a CD.

3. PEER EVALUATIONS

Each team member will evaluate the work performed by other team members, as well as every team member's contribution to the project. The peer evaluation score will be the average of the points received from the members of the team.

The evaluations should be submitted online using WebQ. *All evaluations are strictly confidential and will not be disclosed by the Professor to any other person.* If it becomes clear that a team member contributed very little to the team's project, that individual may be given a significantly reduced percentage of the team's overall grade.

3.1 Evaluation Criteria

For Preparation, Creativity, and Reliability

Rate each member of the team on the following scale:

1 = Consistently Poor : 3 = Below Average : 5 = Average : 7 = Very Good : 10 = Above and Beyond

- (1) **Preparation:** Was the team member usually prepared for group meetings?
- (2) **Creativity:** Did the team member provide contributions to group creativity?
- (3) **Reliability:** Did the team member deliver work products reliably and on time?

For Points

Each team member must assign a total of 40 points to the all team members (include self). Raters must differentiate the rankings; thus it is not possible to give everyone the same number of points. Thus, if there are four team members – you cannot assign each person a 10.

These may produce differences in grades only within groups. Thus, group members cannot help everyone in their group get an A by ranking everyone with a high peer evaluation score. The only way that everyone on the team can achieve an A is by doing an outstanding job on the individual projects as well as the team project.

3.2 Evaluation Reflection

In addition, you should reflect on what you have learned this quarter, focusing not only on your roles in the group but also how your roles changed or did not change as the quarter progressed. What were your personal goals? How well did you achieve them?