

Design Your Own App Rubric

Student Name _____

App Name _____

	Level 4	Level 3	Level 2
Content	Engaging and high-quality content in the app. The app's purpose is clear. The final product shows care and effort	Good quality content that uses some engaging features.	Low quality content with little or no engagement.
Originality and Innovation	Compared with other apps, is it different or is it better.	Similar to existing apps.	The same as existing apps.
Navigation	Easy to navigate without instructions.	Limited navigation without instructions.	Difficult to navigate without instructions.
Engaging and Useful Feature Set	Enables users to create and share fresh content.	Enables uses to share content.	Users can't share or create content.
On-device Features Used	Makes good use of on device features like GPS, sensors, test-to-speech, camera, etc.	Uses a limited range of on device features (2 or 3 features).	User very limited or no on-device features.
Visual Impact	Strong visual impact in a way that incorporates high-quality visuals and imagery.		
User Interface Design Principles	Clean, uncluttered app screens that operate quickly, minimize typing, and surface new information automatically.	Clean app screens that operate smoothly, requires some typing and some new information surfaces automatically.	App screens with some kind or limited organization, uses typing new information is surfaced manually.
Input and Output	Input and Output are clearly labeled and organized. Input produces outputs.	Input and Output is partially clear.	Input and Output are clunky. Poor choice of controls related to purpose.
Peer Review	Feedback from peer has clearly been incorporated in the final version of the project.	Feedback from peer has been partially incorporated in the final version of the project.	Feedback from peer was not been incorporated in the final version of the project.
Overall Mark	Level 1 - Limited ability to meet standard and limited effectiveness Level 2 - Some ability demonstrated and moderately effective Level 3 - Considerable ability demonstrated, considerable clarity or accuracy Level 4 - Thorough, high degree of skill demonstrated, insightful, highly accurate		

Comments