

Program-level Learning Outcome	Satisfies Graduation Requirement		Does <i>NOT</i> Satisfy Graduation Requirement	
	Exemplary	Competent	Developing, Some Revisions Required	Unacceptable, Major Revisions Required
<p>Research <i>Apply appropriate research methods to identify meaningful insights about people's needs, behaviors, and experiences.</i></p>	<p>Conducts research that is goal-oriented and user-focused. Research methods are chosen thoughtfully to answer specific design questions and/or inform future design decisions. Promotes inclusiveness by including a diverse range of participants that represent the full scope of the relevant product's target audience. Draws conclusions and identifies significant insights that are clearly supported by evidence.</p>	<p>Conducts research that is goal-oriented and user-focused but includes some tangential information. Research methods are chosen carefully to support design efforts. Includes a wide range of participants that represent key segments of the relevant product's target audience. Draws conclusions and identifies relevant insights from the data collected.</p>	<p>Conducts research that has a vague goal and is only moderately user-focused. Research methods are not strongly related to design efforts. Includes some participants who are not representative of the relevant product's target audience. The analysis is mostly superficial, leading to many irrelevant or redundant insights.</p>	<p>Research lacks focus or purpose and is not user-focused. Research methods are poorly chosen and have little or no connection to design efforts. Excludes participants who represent the relevant product's target audience. Analysis is missing or inappropriate, with many misleading, irrelevant, or redundant insights.</p>
<p>Communication <i>Compose compelling narratives and convey information to diverse stakeholders using appropriate communication styles (visual, written, and/or oral).</i></p>	<p>Communication goals are apparent and clear. Written prose is clear and succinct with language appropriate to the intended audience. Consistently uses visual design principles to establish a visual hierarchy and convey specific ideas. Narratives are engaging and well structured. Expertly integrates different communication styles. Work is impeccably edited. Demonstrates creativity and originality in content and execution.</p>	<p>Communication goals are apparent. Written prose is clear with language appropriate to the intended audience. Visual design principles are used purposefully to convey specific ideas. Narratives are interesting and logically structured. Effectively blends different communication styles. Work is well edited. Shows some creativity and originality in content or execution.</p>	<p>Communication goals are present but not clearly apparent. Language is occasionally incongruent with the intended audience. Uses visual design principles inconsistently. Narratives are difficult to follow. Ineffectively blends different communication styles. Work is not well edited. Minimal evidence of creativity or originality in content or execution.</p>	<p>Communication goals are not discernable. Language is inappropriate. Uses visual design principles incorrectly. Narratives are unstructured and lack important details. Makes no effort to blend different communication styles. Work is not edited. No evidence of creativity or originality in content or execution.</p>
<p>Tools <i>Choose and effectively employ industry standard software associated with all phases of the user-centered design process.</i></p>	<p>Effectively uses digital tools associated with every phase of the user-centered design process, including: data collection and analysis, sketching and ideation, prototyping, evaluation, and documentation/ reporting. Shows competence with least one industry-standard prototyping tool.</p>	<p>Effectively uses digital tools associated with most phases of the user-centered design process, including: data collection and analysis, sketching and ideation, prototyping, evaluation, and documentation/ reporting.</p>	<p>Uses digital tools associated with few phases of the user-centered design process, such as data collection and analysis, sketching and ideation, prototyping, evaluation, and documentation/ reporting.</p>	<p>Does not effectively use digital tools associated with any phases of the user-centered design process, including data collection and analysis, sketching and ideation, prototyping, evaluation, and documentation/ reporting.</p>

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Experience Design <i>Create quality digital interfaces through an iterative and purposeful user-centered process that incorporates relevant technical, social, and cultural factors.</i>	Demonstrates empathy and proficiency in using an iterative, user-centered design process. Skillfully utilizes principles of understandability and discoverability. Design decisions are clearly driven by the needs or desires of one or more specific target audiences. Effectively follows all platform-specific interface guidelines, patterns, and standards. Consistently designs interfaces that are technically feasible, socially desirable, and culturally appropriate.	Effectively applies an iterative, user-centered design process. Utilizes many principles of understandability and discoverability. Design decisions reflect the needs or desires of a specific target audience. Follows most platform-specific guidelines and standards. Makes an effort to design interfaces that are technically feasible, socially desirable, and culturally appropriate.	Applies a design process that is iterative but not entirely user-centered. Inconsistently uses principles of understandability or discoverability. Some design decisions are arbitrary or do not support the needs or desires of a specific target audience. Does not adhere to some platform-specific guidelines and standards. Designs interfaces that may not be technically feasible, socially desirable, or culturally appropriate.	Does not apply an iterative or user-centered design process. Does not use principles of understandability and discoverability. Design decisions do not reflect the needs or desires of a specific target audience. Makes no effort to follow platform-specific guidelines and standards. Consistently designs interfaces that are technically impractical, socially undesirable, and culturally inappropriate.
Professionalism <i>Engage with relevant ethical, technical, and practical issues, construct a strong professional identity, and reflect on the role and value of design methods and processes.</i>	Demonstrates a deep understanding of technical challenges, ethical standards, and practical concerns that impact the UX profession. Establishes a strong, appropriate, and consistent professional identity. Provides thoughtful and deep reflections on the value of each phase of the design process. Shows ability to become a leader in the field.	Demonstrates an awareness of technical challenges, ethical standards, and practical concerns that impact the UX profession. Establishes a strong professional identity. Provides insightful reflections on the value of various phases of the design process. Demonstrates readiness to enter the profession.	Shows some awareness of technical challenges, ethical standards, or practical concerns that impact the UX profession, though detail or accuracy may be lacking. Presents a professional identity that is weak or inappropriate. Provides superficial or inaccurate reflections on the value of design methods, or reflections are inconsistent. Does not demonstrate readiness to enter the profession.	Shows little or no understanding of technical challenges, ethical standards, or practical concerns that impact the UX profession. No discernable professional identity. Provides no reflections on the value of design methods processes. Demonstrates lack of readiness to enter the profession.