

ESS131 Industrial Product Design (MFA) Rubric

Final Mark

Criteria	Mark range	Mark range	Mark range	Mark range	Mark range	Sub-total
Marks	8 ~ 10	6 ~ 7.5	5 ~ 6	3 ~ 4.5	0 ~ 2.5	
Quality Level	Comprehensive and analytical	Some analysis undertaken	Undertaken but lacking in detail	Only superficial analysis done	Virtually not undertaken	
Product drawing	Very neat and clear with black pen	Clear and clear with black pen	Neat or clear with black pen or crayons	Not neat or not clear or done in pencil	No drawing provided	
Product originality	Very original, Innovative & inspirational	Slightly original or innovative or inspirational	Slightly boring with little innovation or inspiration	Not really engaged with the product design	Not supplied in an understandable way	
Identification of all materials used and their location	Comprehensive list including packaging materials	Reasonable list provided	Only a couple of materials identified	Only one material identified with no packaging or labelling material	None	
Maps, identification of routes for materials (MFAs)	Comprehensive with clear route maps	Adequate route maps	Identified with at least one route map provided	Only a sentence or two dealing with it and no maps	None	
Identification of sources of Water and energy	Comprehensive with good amount of detail	Undertaken and some detail supplied	Undertaken with rather little to no detail	Only a sentence or two dealing with it	None	
Factory Design	Comprehensive and well planned	Some factory design details supplied	Few factory design details supplied	Only a sentence or two dealing with it	None	
ISO Compliance	Comprehensive	Some analysis	Only a few points made	Only one sentence or statement made	None	
Source of Employment , Alleviate Socio-economic conditions	Comprehensive analysis with map	Good but no map but good socio-economic analysis	Identified with some socio-economic analysis	Only a sentence or two dealing with it	None	
Packaging & Target market analysis	Very comprehensive packaging and market analysis	Good packagaing but only moderate analysis	Identified with little market analysis	Only a sentence or two dealing with it	None	
Overall Presentation	Very Professional	Neatly presented	Adequately presented	Poorly presented	Very poorly presented	
Bonus Marks Recycling Labels	Comprehensive	Some	Few	One	None	

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