

## Marking Scheme: Graduating Projects

Criterion	Creativity and Innovation (20%)	Technical Solution (40%)			Business Development Potential (40%)			
		Research & Design	Finishing and Presentation	Multidisciplinary Aspects	Market Research & Analysis	Added Value	Manufacturing Plans	Financial Feasibility
Weight	20%	15%	15%	10%	10%	10%	10%	10%
<b>0-19%</b>	<i>Little or no evidence of research; novelty; creativity</i>	<i>Little or no context apparent</i>	<i>Little or no functional product/process presentation</i>	<i>Little or no evidence of integration of different specialization areas</i>	<i>Little or no content</i>	<i>Little or no evidence of added value</i>	<i>Little or no identification of manufacturing plans</i>	<i>Little or no evidence of costing</i>
<b>20-39%</b>	<i>Some evidence of research, but fails to identify similar or existing novel solutions</i>	<i>Some evidence of research, but insufficient design justification</i>	<i>Fails in at least one of these areas: functionality; overall styling; professional presentation</i>	<i>Basic integration of two specialization areas</i>	<i>Fails in at least one of these areas: identification of target market, market size, commercial competitiveness</i>	<i>Basic calculations of added value; no or inaccurate assumptions made</i>	<i>Basic overview of manufacturing plans is presented</i>	<i>Some basic costing information is included, major omissions or inaccuracies</i>
<b>40-59%</b>	<i>Adequate evidence of creativity is applied to existing novel solutions</i>	<i>Reasonable level of research, basic design justification</i>	<i>Minimally adequate in all these areas: functionality; overall styling; professional presentation</i>	<i>Reasonably multidisciplinary project, insufficiently integrating 3 or more specialization areas</i>	<i>Minimally adequate in all of these areas: identification of target market, market size, commercial competitiveness</i>	<i>Reasonable presentation of added value; assumptions may be basic</i>	<i>Reasonable manufacturing processes are identified, with some justification</i>	<i>Costing is sensible and plausible, justification may be rather basic</i>
<b>60-79%</b>	<i>Good research is applied and an inventive step is created</i>	<i>Compelling level of research &amp; design, coherent justification made</i>	<i>Good in all these areas: functionality; overall styling; professional presentation</i>	<i>Good multidisciplinary project, completely integrating 4 or more specialization areas</i>	<i>Good in all of these areas: identification of target market, market size, commercial competitiveness</i>	<i>Compelling justification and representation of added value</i>	<i>Complete manufacturing plans, and convincing justification</i>	<i>As above, with plausibly complete cost outline and convincing justification</i>
<b>80-100%</b>	<i>Absolute novel solution is created with complete research evidence on prior art</i>	<i>Near perfect level of design, novel insights made, would make the basis for a winning project</i>	<i>Near perfect in all these areas: functionality; overall styling; professional presentation, would make the basis for a winning project</i>	<i>Near perfect multidisciplinary project, perfectly integrating several specialization areas, would make the basis for a winning project</i>	<i>Near perfect in all these areas: identification of target market, market size, commercial competitiveness, would make the basis for a winning project</i>	<i>Near perfect demonstration and proof of added value, would make the basis for a winning project</i>	<i>Near perfect and detailed manufacturing plans, would make the basis for a winning project</i>	<i>Near perfect cost outline and compelling justification, would make the basis for a winning project</i>