

The KUAPress Project

Digital publishing for the KUA Community

Miranda Anne Clemson

BSMIS Fall 2010

Capstone Rubric

| | C | B | A |
|--|---|---|---|
| Human Computer Interaction | | | |
| Screencast Series: Introduction to WordPress In the Dashboard Posting (in detail) Changing the Appearance of Your Site | Directions hard to understand, hesitant and includes mistakes, not edited. Says "Um" or "Ah" more than twice. | Directions are clear, video competent. Series fairly comprehensive. | Series is comprehensive, flows well from one to the next. Clear direction, edited to remove time consuming unnecessary action, engaging, informative |
| Usability Study | No clear definition of question, little effort to define methodology | Clear definition of question, methodology. | Clear definition of question, methodology. Study is |
| Usability Report | Poorly written, draws no conclusions. No recommendations for improvement. | Well-written, draws conclusions, recommendations for improvement | Well-written, draws conclusions for improvement, implementation and re-study |
| Blogs: KUA Tech Support, Photography, sample Portfolio | Staid, default theme, little content, unimaginative. | Well laid out, attractive, informative | Well laid out, attractive, informative. User tested, improvements made |

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|---|--|--|---|
| Strategic Planning | | | |
| TOWS Matrix and Strategic Initiative Report | Matrix and report are cursory and not thorough | Well-written and covers most of the aspects of a matrix and report | Professionally written and comprehensive. Matrix clearly shows reasons for the initiative. |
| Project Management | | | |
| Work Breakdown Schedule | Incomplete, little thought to dependencies, unfocused | Focused, includes dependencies, complete | Focused, includes dependencies, complete. Reasonable time frame, Professionally written and suitable for submission to a client |
| Communications Plan | Incomplete, poorly written | Complete, well-written | Complete, professionally written. Includes appropriate stakeholders. Suitable for submission to a client |
| Quality Plan | Incomplete, poorly written | Complete, well-written | Professionally written and suitable for submission to a client |
| Marketing | | | |
| Student Marketing Plan | Unimaginative. Little thought to demographic or demand | Solid, pragmatic plan. Considers demographic and stakeholders | Solid, pragmatic plan with imaginative ideas. Considers demographic and stakeholders |