

Module: Mobile Application Development

Assessment: Final Project: Mobile Application Design and Development (100%)

| | 100-80% | 79-70% | 69-60% | 59-50% | 49-40% | 39-30% | 29-0% |
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| | The work produced is exceptional in most/all aspects, substantially exceeding expectations for this level | The work produced is of excellent quality, exceeding expectations for this level in many aspects. | The work produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in several of them | The work produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in some of them. | The work produced meets all of the intended learning outcomes at, but rarely exceeding the threshold expectations for this level. | The work produced fails to meet all of the intended learning outcomes and is marginally inadequate for this level. | The work produced fails to meet all of the intended learning outcomes and is inadequate for this level. |
| Content (30%) The text and media (pictures, videos, audios) within the application is complete, coherent and relevant. It does not leave out details about the business or its products. | Content is exceptional, always complete, coherent and relevant. It captures and presents all the required ideas and others independently identified. | Content is always complete, coherent and relevant. It captures and presents all the required ideas. | Content is complete, coherent and a significant range of it is relevant. It captures and presents most of the required ideas. | Content is complete, most of the times coherent and a significant range of it is relevant with respect to the scope established by the student. It captures and presents most of the required ideas. | A significant range of the content is relevant with respect to the scope established by the student. It captures most of the required ideas but some of them are not presented properly. | Content is incomplete and most of it is not relevant. It misses important ideas that should be presented. | The content is incomplete, irrelevant and incoherent. It misses most of the ideas that should be presented. |
| Functionality (30%) The application permits the user to accomplish all the actions required (online store, social network, sells, reviews, etc.) in the proposal. It does not contains or through errors when using it. | Functionality exceptionally covers all the required features (such as online stores, social networks, visit cards, reviews, etc.) and others independently identified. The application includes some features or aspects not studied in class. | Functionality perfectly covers all the required features (such as online stores, social networks, visit cards, reviews, etc.). The application includes at least a feature or aspect not studied in class. | Functionality covers all the required features (such as online stores, social networks, visit cards, reviews, etc.). The application includes at least an aspect not studied in class. | Functionality covers all the required features (such as online stores, social networks, visit cards, reviews, etc.). | Functionality covers the required features but some of them could be improved. It throws an (one and only one) error or stops when performing a task. | Functionality covers the required features but some of them could be improved or replaced by other more appropriate. It throws more than a different error or stops when performing several tasks. | Functionality is insufficient. The application does not address the intended problem. It throws more than a different error or stops when performing several tasks. |
| Navigation (20%) The navigation through the application and the external links are user-friendly and intuitive. | Navigation is exceptionally effective and intuitive. The application includes optimal navigation menus that are coherent across the different pages. | Navigation is very effective and intuitive. The application includes navigation menus that are coherent across the different pages. | Navigation is effective although not always intuitive. The application includes navigation menus that are coherent across the different pages. | Navigation is appropriate. The application includes navigation menus that are coherent across the different pages. | Navigation is appropriate but limited, sometimes not intuitive. The application includes navigation menus that are coherent across the different pages. | Navigation is ineffective and sometimes confusing. The application includes navigation menus that are not coherent across the different pages. | Navigation is significantly ineffective and confusing. There are pages that are not accessible from the main page. |
| Design (20%) The design of the application is convenient for its purpose and appropriate for its users. | The design of the application is innovative, creative and appropriate to the context. The design of the application does not | The design of the application is creative, effective and appropriate to the context. The design of the application does not | The design of the application is creative, effective and appropriate to the context. The design of the application does not hinder the readability of | The design of the application is appropriate to the context. The design of the application does not hinder the readability of | The design of the application is sufficient. The design of the application does not hinder the readability of most of the content. | The design of the application is ineffective. The design of the application does not hinder the readability of most of the content. | The design of the application is significantly ineffective. The design of the application has a serious negative impact on the readability of the |

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| | <p>hinder the readability of the content.</p> <p>The design is of professional standard. Basic design principles (such as colour theory and harmony) are exceptionally applied.</p> <p>The design includes innovative elements, such as HTML or CSS elements not covered in class, animations or significantly innovative layouts.</p> | <p>hinder the readability of the content.</p> <p>The design is of professional standard. Basic design principles (such as colour theory and harmony) are exceptionally applied.</p> | <p>the content.</p> <p>However, one (and only one) of the following circumstances arises:</p> <p>a.)The application of basic design principles (such as colour theory and harmony) could be improved to be a design of professional standard.</p> <p>b.)The design does not include innovative elements, such as HTML or CSS elements not covered in class, animations or significantly innovative layouts.</p> | <p>most of the content.</p> | | | <p>content.</p> |
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