

**PROCESS BOOKS**

2 points each weekly upload / 15 points for final upload = 25 points total

- Week 3 Check-In\*
- Week 6 Check-In\*
- Week 8 Check-In\*
- Week 10 Check-In
- Week 11 Check-In
- Final Process**

**BREAKOUTS**

3 points each exercise used in process books = 15 points total

- The 5 Whys\*
- Insight Statements\*
- How Might We\*
- Journey Mapping\*
- Personas/ Defining Your Audience\*

**MIDTERM SUMMARY PRESENTATION**

5 points = 10 points total

- Pitch Outline
- Summary Presentation

*\* All starred items are used to determine your midterm grade. They can not be made up after midterms towards final grade.*

**SR PROJ PAPER / CASE STUDY**

7.5 points = 15 points total

- First Draft
- Final Paper/Case Study

**FINAL PRESENTATION / PROJECT ONE**

Up to 4 points each ( 1-Poor, 2-Below average, 3-Average, 4-Very Good, 5-Outstanding ) = 20 points total

- Clearly identified problem
- Clearly defined/shown audience
- Concept/Idea is **explained** clearly
- Developed a **clear** conceptual plan
- Created an **engaging** presentation

**DISCUSSION / PARTICIPATION**

3 points each = 15 points total

- Week 2 SVA Review\*
- Week 4 OpenLab\*
- Week 6 Briefly\*
- Week 9 OpenLab
- Minimum of **three** Calendy appointments

COMMENTS:

**FINAL GRADE**