

Introduction:

Capstone is an advanced-level project course that requires students to apply and demonstrate the knowledge and skills gained in their academic coursework.

At completion of the project for this course, students will have:

- demonstrated an ability to identify, formulate, and solve digital media problems.
- demonstrated an ability to communicate effectively through various media.
- demonstrate an ability to use the techniques, skills, and tools necessary for digital animation and game design.

Capstone Project Rubric

Deliverables:

- Presentation length was appropriate (approx. 5 minutes long) Yes | No
- Printed Version of Documentation (Business Cards, Resume, etc.) Yes | No

Requirements:

- Student is ready for self-promotion with a majority of the following: business card, resume, web site, demo reel, and portfolio. Yes | No
- Student has shown an acceptable mastery of DAGD material. Yes | No
- Student has submitted a completed Capstone project that meets a majority of its goals. Yes | No

Professional-Level Goals

- Student identifies a project problem. He/she describes the high-level goals of the project. This could include an elevator pitch and a description of project themes. Yes | No
- Student describes the project's target audience/users/market/client. This should be much MORE detail than just gender & age (demographics) – should include psychographics (e.g., game pleasures, player types, etc.) Yes | No
- Student identifies the core, unique objectives/features of their project. Student answers the questions: “What is unique about your project? What sets it apart? What does it do that has never been done before – or what does it do better?” Yes | No
- Student describes HOW their unique features and design decisions appeal to their target audience/users/market/client – with supporting evidence. “Why is this solution desirable to the audience?” Yes | No
- The student's Capstone project would satisfy the needs/desires of its target audience/users/market/client. Yes | No
- The student's Capstone project would meet the aesthetic expectations of its target audience/users/market/client. Yes | No

Areas for Improvement (mark all that apply):

Presentation Requirement:

- Bring printed versions of documentation
- Introduce yourself
- Other:

Presentation Critique:

Appearance (too casual / unprofessional)

- Improve quality of printed version (color / binding)
- More rehearsal / practice
- Avoid insulting yourself / others
- Need better visual aids
- Volume (too quiet)
- Avoid filler words (um / like / you know)
- Smile / eye contact
- Partner with another person to present
- Improve timing
- Improve amount of content (too long / too short; too vague/ too detailed)
- Other:

Deliverables:

- Length or amount of content / details / features
- Aesthetic quality
- Mechanical quality (gameplay / interactive)
- Graphic design (color / layout / typography)
- Audio design
- Spelling / grammar
- Other:

Grading:

A: All deliverables are professional quality and media-ready.

A-: All deliverables are professional quality, but not media-ready.

A-: Some deliverables are arguably or not quite professional quality.

B+: All deliverables are portfolio quality and media-ready.

B: All deliverables are portfolio quality.

B-: Some deliverables are arguably or not quite portfolio quality.

C+: Average quality work.

C: Passable work. Requirements have been completed.

C: One or more deliverables were submitted (or resubmitted) late.

F: Not passable: requirements not completed satisfactorily.

F: Not passable due to apparent unethical behavior (cheating, plagiarism, etc)