

Scoring Rubric:
Application Development

		PERFORMANCE LEVEL			
		EMERGING	DEVELOPING	ACCOMPLISHED	EXCEPTIONAL
CRITERIA	CRITICAL THINKING SKILLS	<p>The critical thinking summary and the screencast send conflicting messages about what the chosen problem is.</p> <p><i>If the team did not attempt to solve a problem, mark the entry as "ineligible" and do not score the entry.</i></p>	<p>Both the critical thinking summary and the screencast state the chosen problem BUT do not demonstrate that it is reasonable in scope.</p>	<p>Both the critical thinking summary and the screencast demonstrate that the chosen problem is reasonable in scope AND is clearly stated.</p>	<p>Both the critical thinking summary and the screencast demonstrate that the chosen problem:</p> <ul style="list-style-type: none"> • is reasonable in scope AND • is clearly stated AND • is particularly interesting or provocative.
	Target Audience	<p>It is difficult to understand who the target audience is, even after reading the critical thinking summary.</p>	<p>The target audience is defined too broadly in the critical thinking summary OR is not well matched to the stated problem.</p>	<p>The team clearly identifies the target audience in the critical thinking summary AND the target audience is well matched to the stated problem.</p>	<ul style="list-style-type: none"> • The team clearly identifies the target audience in the critical thinking summary AND • the target audience is well matched to the stated problem AND • the team demonstrates in the critical thinking summary that they interacted with their target

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		The Case for the Solution	The critical thinking summary does not clearly explain the benefits the application offers to the target audience.	The critical thinking summary presents a compelling case that explains the benefits the application offers to the target audience BUT does not provide enough credible supporting evidence or research to make the case.	The critical thinking summary presents a compelling case that explains how the solution benefits the target audience by citing the teams' own original research (e.g., interviews, surveys, polls or field studies) OR credible data collected by others (i.e., and compiled through library and/or online research).	N/A
		Testing & Revisions	The critical thinking summary provides some indication that the team tested the application BUT does not provide informa-	The critical thinking summary unclearly OR incompletely states how the team tested the application and how the testing	The critical thinking summary clearly and completely states how the team tested the application AND states how the testing	The critical thinking summary clearly and completely: • states how the team tested the application

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		Effectiveness of the Solution	TWO OR MORE of the following are true: <ul style="list-style-type: none"> The critical thinking summary does not clearly and completely state how the team solves the problem. The critical thinking summary provides no evidence of the solution's effectiveness. Some aspects of the solution are incomplete or missing. 	ONE of the following is true: <ul style="list-style-type: none"> The critical thinking summary does not clearly and completely state how the team solves the problem. The critical thinking summary provides no evidence of the solution's effectiveness. Some aspects of the solution are incomplete or missing. 	<ul style="list-style-type: none"> The critical thinking summary clearly and completely states how the team solves the problem AND <ul style="list-style-type: none"> the critical thinking summary provides evidence of the solution's effectiveness with the target audience AND <ul style="list-style-type: none"> the screencast demonstrates the solution's effectiveness 	<ul style="list-style-type: none"> The critical thinking summary clearly and completely states how the team solves the problem AND <ul style="list-style-type: none"> the critical thinking summary provides evidence of the solution's effectiveness with the target audience AND <ul style="list-style-type: none"> the screencast demonstrates the solution's effectiveness clearly and

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CRITERIA	CRITICAL THINKING SKILLS	<ul style="list-style-type: none"> The screencast does not clearly demonstrate a solution to the stated problem. 	<ul style="list-style-type: none"> The screencast does not clearly demonstrate a solution to the stated problem. 	clearly and completely.	completely AND <ul style="list-style-type: none"> the screencast clearly shows that the team's solution provides a powerful approach to the problem, perhaps making previously utilized solutions obsolete.
	Impact on the Team	It is difficult to understand what the team learned through the competition experience, even after reading the critical thinking summary.	The critical thinking summary describes what the team learned through the competition experience, BUT the description is vague or incomplete.	The critical thinking summary completely and coherently describes what all team members learned through the competition experience AND how their learning will apply to future endeavors.	<ul style="list-style-type: none"> The critical thinking summary completely and coherently describes what all team members learned through the competition experience AND how their learning will apply to future endeavors

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				AND <ul style="list-style-type: none">the critical thinking summary is particularly compelling, genuine or insightful.

Scoring Rubric:
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CRITERIA	COMMUNICATION SKILLS	<p>TWO OR MORE of the following are true:</p> <ul style="list-style-type: none"> • There is insufficient content in the screencast to demonstrate the solution. • Some of the content seems irrelevant to the solution. • Some important explanations or information is missing. • It is not clear what the target audience will gain from using the application. • The screencast does not share content in an organized way. 	<p>The screencast clearly presents the problem but ONE of the following is true:</p> <ul style="list-style-type: none"> • Some of the content seems irrelevant to the solution. • Some important explanations or information is missing. • It is not clear what the target audience will gain from using the application. • The screencast does not share content in an organized way. 	<p>The screencast clearly presents the problem and the solution(s) AND shares content in a clear and organized way.</p>	<p>The screencast:</p> <ul style="list-style-type: none"> • clearly presents the problem and the solution(s) AND • shares content in a clear and organized way AND • shows how users can access additional content to explore the solution more deeply.
	Language Use for Technical Elements in the Application	<p>Where appropriate, language/text labels are NOT used consistently throughout the application AND demonstrate inappropriate</p>	<p>Where appropriate, language/text labels are used consistently throughout the application BUT demonstrate inappropriate</p>	<p>Where appropriate, language/text labels are used consistently throughout the application AND demonstrate</p>	<p>Where appropriate, language/text labels:</p> <ul style="list-style-type: none"> • are used consistently throughout the application

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CRITERIA	COMMUNICATION SKILLS		priate word choice for commands & functions.	word choice for commands & functions.	appropriate word choice for commands & functions.	AND <ul style="list-style-type: none"> demonstrate appropriate word choice for commands & functions AND <ul style="list-style-type: none"> help make the application easy or fun to use.
		Writing Conventions in the Critical Thinking Summary	Text in the critical thinking summary is unclearly written and contains grammar, punctuation and/or spelling errors that make it difficult to understand.	MOST text in the critical thinking summary is polished (i.e., clearly written with correct grammar, punctuation and spelling) but contains several errors in grammar, punctuation and/or spelling.	MOST text in the critical thinking summary is polished (i.e., clearly written with correct grammar, punctuation and spelling) but contains a small number of errors in grammar, punctuation and/or spelling.	ALL text in the critical thinking summary is polished (i.e., clearly written with correct grammar, punctuation and spelling).
		Plagiarism	MOST text is written in students' own words OR is quoted properly from cited sources, BUT some	N/A	ALL text is written in students' own words OR is quoted properly from cited sources.	N/A

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CRITERIA	COMMUNICATION SKILLS	<p>areas are questionable.</p> <p><i>If plagiarism is confirmed, please mark the entry as "ineligible," as indicated in the Judge Training Manual.</i></p>			
		<p>Citations & Reference List in the Application</p> <p>The application does not provide citations directly on the page OR the reference list is problematic (e.g., not formatted, incomplete, disorganized, etc.).</p>	<p>The application provides a comprehensive and formatted reference list of ALL resources used, but ONE of the following is also true:</p> <ul style="list-style-type: none"> • A few citations are not provided. • In some cases, it is unclear what is being cited on the page (e.g., someone else's ideas, a photo, data, etc.). 	<p>The application:</p> <ul style="list-style-type: none"> • provides a comprehensive and formatted reference list of ALL resources used AND • presents ALL citations using a consistent format AND • provides citations near the work/ideas being cited (inline citations). 	<p>The application:</p> <ul style="list-style-type: none"> • provides a comprehensive reference list of ALL resources used AND • presents ALL citations and the reference list using a consistent format AND • provides citations on the same page (inline citations) AND

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		<ul style="list-style-type: none">The citations are not consistently formatted.		<ul style="list-style-type: none">the reference list demonstrates that sufficient research was conducted to support the design of the solution.

Scoring Rubric:
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CRITERIA	TECHNOLOGY SKILLS*	User Support/Help	The application provides inadequate or no help text/support to the user for its features/functions.	The application provides logical, clear help text/support to the user for SOME features/functions.	The application provides logical, clear help text/support to the user for ALL MAJOR features/functions.	The application provides logical, clear help/support to the user for ALL MAJOR features/functions AND the application integrates help/support in intuitive and explicit ways that do not disrupt the user experience.
		Navigation	Some navigation pathways in the application are not functional.	The application provides a confusing or counterintuitive structure for navigation, making usage difficult or cumbersome.	The application provides an intuitive structure for fluid and logical navigation, including smart and useful menus/functions.	The application provides an intuitive structure for fluid and logical navigation, including smart and useful menus/functions AND the navigation structure suggests pathways or options that the user may not have initially considered.
		User Interface	Design elements detract from	Some design elements do not help	ALL of the application's design	ALL of the application's design

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CRITERIA	TECHNOLOGY SKILLS*	<p>functionality or obstruct access to content.</p>	<p>create an appropriate look-and-feel for the target audience OR some design elements make the application's interface look cluttered or busy.</p>	<p>elements help create an appropriate look-and-feel for the target audience.</p>	<p>elements help create an appropriate look-and-feel for the target audience AND the integration of design and functionality is innovative/novel.</p>
	Performance	<p>TWO OR MORE of the following are true:</p> <ul style="list-style-type: none"> • The application has some form of "loading" status indicators but it uses elements that load very slowly. • The application responds slowly. • The application does not perform well in different web browsers. • The application contains broken/non-functional elements. 	<p>ONE of the following is true:</p> <ul style="list-style-type: none"> • The application has some form of "loading" status indicators but it uses elements that load very slowly. • The application responds slowly. • The application does not perform well in different web browsers. • The application contains broken/non-functional elements. 	<p>The application performs well under most circumstances and utilizes progress indicators when loading larger components, where applicable.</p>	<p>The application performs quickly, revealing content with little delay. When there are delays, the progress indicators keep the user engaged (e.g., application uses mini-games, interesting facts, animations, or other elements that display during loading).</p>

*All skills in this section will be judged only in the screencast