

AD420 • ME444 • MKTG594 ElKay Project
Fall Semester, 2007**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Albert Page, Marketing, College of Business Administration
Michael J. Scott, Engineering, College of Engineering**Grading Policies**

Students will be graded by the faculty on their overall performance on the class project. Grading based on projects is always more difficult than grading based on exams. The IPD faculty shall follow several principles in the grading:

1. Process will be emphasized, rather than outcome. While everyone delights in inspiring results (and usually give them high marks), the primary goal is that students learn how to approach the product development process.
2. The IPD faculty will provide regular feedback throughout the semester.
3. The IPD faculty cares about the quality of your work on the project itself, the way in which you work within a multi-disciplinary group, and your team's presentations.
4. The IPD faculty's primary concern is that all team members have meaningful tasks, and that students deliver on these tasks for the team. This is harder than it sounds, and we ask students to monitor it in two ways. First, teams will keep a list of tasks assigned to members and determine, on a weekly basis and as a team, whether these tasks were fulfilled, culminating with a brief weekly report submitted to the faculty. Failure to complete tasks appropriately will negatively impact grades. Second, each student will be asked to candidly evaluate your team members. A standard form (attached) will be used several times during throughout the semester.

Attendance

5. Your presence is important to the execution of the entire project, as well as to your team. *Unexcused absences will be penalized with a demotion of one full letter grade for the second, and each subsequent unexcused absence. If you will be unable to attend class for good reason, you must inform the faculty in advance (e-mail is most preferable), state the reason for your absence, in order to request and receive an excused absence.*

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Final Grade

6. Breakdown of gradable portions of the class (see below). These categories will be judged by the faculty based on their observation of work throughout the term and peer evaluations:

• Project work produced by the group:	40%
• Individual contribution to project content:	20%
• Individual contribution to group functionality:	15%
• Midterm Presentation:	10%
• Final Presentation:	15%