

DESIGN SYSTEM & PROTOTYPED SOLUTION

SET W07 · MON NOV 2

DUE W08 · MON NOV 16

20% OF FINAL GRADE

PROCESS + PRACTICE

The largest single deliverable in the course. You are handing in two things that are really one thing: a small design system, and the prototype visibly built from it. The system is not documentation. It is the set of decisions that made the prototype quick to build and consistent to look at. The floor is deliberately low and deliberately hard: colour with named roles, two type families, one spacing unit, three components, and three to five rules written as sentences. Nothing here rewards volume. What is being marked is whether the decisions are yours, whether they came from your evidence, and whether the thing you built actually obeys them.

YOUR NAME

SECTION

GRADE YOU'D GIVE YOURSELF

LEVELS

4 EXCELLENT

3 PROFICIENT

2 DEVELOPING

1 INSUFFICIENT

DESIGN

MARKED BY CM · 85% OF THIS INSTRUMENT

CRITERION (WEIGHT) + INDICATORS	LEVEL	EVIDENCE: WHERE IN YOUR SUBMISSION?
CONCEPTUAL DEVELOPMENT 20% - The visual direction is argued from the venture's evidence, not from taste - Alternatives were generated and rejected, and the rejected ones are shown - The direction travelled: the final is demonstrably not the first output - States a non-goal: an aesthetic deliberately not chased, and who you are content to lose	1 ☐ 2 ☐ 3 ☐ 4 ☐	
VISUALIZATION & PRODUCTION 35% - Colour has named roles (ink, ground, accent, states), not a mood board - Contrast is measured and the figures are recorded, not asserted - Two type families at most, on a scale of four or five sizes with the jumps stated - One spacing unit, and the multiples actually in use - Three components, shown in their real states, chosen because they carry this prototype - The prototype is visibly built from the system, with no orphan screens	1 ☐ 2 ☐ 3 ☐ 4 ☐	
COMMUNICATION 15% - Three to five rules, written as sentences someone else could apply - Each rule is falsifiable: you could point at a screen that breaks it - A stranger could rebuild one screen from the system without asking you a question	1 ☐ 2 ☐ 3 ☐ 4 ☐	
EVIDENCE HANDLING 15% - Names where directed generation worked, and where it produced something confident and off-brief - Shows what was checked, and against what source - The correction is visible in the work itself, not only described	1 ☐ 2 ☐ 3 ☐ 4 ☐	

BUSINESS

MARKED BY RS · 15% OF THIS INSTRUMENT

CRITERION (WEIGHT) + INDICATORS	LEVEL	EVIDENCE: WHERE IN YOUR SUBMISSION?
RESEARCH & VALIDATION 8% - The system's decisions trace back to customer evidence from W02–W05 - Claims about what this audience needs to feel are grounded in someone actually spoken to	1 ☐ 2 ☐ 3 ☐ 4 ☐	

BUSINESS, CONTINUED		MARKED BY RS · 15% OF THIS INSTRUMENT					
CRITERION (WEIGHT) + INDICATORS		LEVEL				EVIDENCE: WHERE IN YOUR SUBMIS	
PROJECT MANAGEMENT		7%	1	2	3	4	
• The scope named at W07 is the scope delivered at W08			☐	☐	☐	☐	
• The cut list is real: what was dropped is named, not quietly missing							

REQUIRED TO PASS, NOT SCORED
Conditions, not criteria. A submission missing one of these comes back unmarked rather than marked down.

- ☐ AI Use Statement attached
- ☐ The W07 visual context submitted alongside the system
- ☐ Contrast checked, with the figures recorded
- ☐ Prototype reachable by both markers: a link or file that opens

WHICH RULE DID YOU BREAK MOST OFTEN?
You wrote three to five rules. Name the one your own prototype violates, and say why.

WHAT DID DIRECTED GENERATION GET WRONG?
One specific instance. This is the Evidence Handling row, in your own words.