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### **Rubric or criteria**

**Links to play theory-** Students must demonstrate through the object itself, the sales pitch, and the instructions the direct links to the theoretical texts from the class. This connection must go beyond simple reference or starting point, but must fundamentally shape the object, etc.

**Clarity of rules/guidelines for play-** Players/users must be able to understand how to use or play with the game or object simply by reading the rules and guidelines alone, as if purchased from a store. Focus groups are an excellent way to ensure this clarity.

**Effectiveness of sales pitch-** The sales pitch must be persuasive and compelling. The context created for the toy or game by the pitch must enable the player to understand what do to with the game or toy, and entice them to use it.

**Craftsmanship-** Strong craftsmanship is imperative. The object must be usable and durable. If your audience is children, children must be able to **actually play with it**. Understanding your own technical expertise and weaknesses will be important in being able to craft the object. Don't overestimate your own skills, but don't take the easiest road either. The craftsmanship of the object or toy should fit the conceptualization of the toy or game, not distract from it.

Measure criteria on scale as follows:

1- Poor 2- Unsatisfactory 3-Average 4- Good 5- Excellent