

Client Pitch Rubric (Detailed)

Criterion	Exemplary (10 pts)	Proficient (7–9 pts)	Developing (4–6 pts)	Insufficient / Common Issues (0–3 pts)
Clarity of Goals, Audience, and Purpose	Clearly states the project tagline, client need, simulation purpose, target learners , and main learning objectives in simple language. Viewers can easily explain what the simulation is for and who it serves after the intro.	Tagline and purpose are mostly clear; target learners and learning goals are mentioned but may be brief or somewhat generic. Audience can still infer what the simulation is for.	Purpose or audience is vague, incomplete, or confusing. Learning goals are mentioned only in passing or not clearly connected to the project.	Introduction is extremely brief or unclear; viewers are left unsure what the simulation is for, who it is for, or what learners should gain. Common issues: only feature descriptions, no client/learner framing.
User Experience Walkthrough & Demo Quality	Walkthrough and live demo clearly show what the user sees and does from start to finish. Demo runs smoothly or, if issues occur, the team handles them calmly and explains what would happen. Key interactions are clearly connected to learning/client goals.	Walkthrough/demo show most of the main user flow; there may be minor technical issues or skipped steps, but the audience can still follow. Links to goals are present but not always explicit.	Demo is hard to follow due to missing steps, unclear narration, or repeated technical issues. Connection between interactions and goals is mostly implied.	Demo is incomplete, highly unstable, or not clearly demonstrated. Audience cannot understand how a user would actually use the simulation. Common issues: “click through” with little explanation.
Design Challenges & Use of Feedback	Clearly explains at least one meaningful design or technical challenge and how the team addressed it. Explicitly describes how playtest or client feedback influenced specific changes in the design or implementation.	Mentions at least one challenge and some response to it; feedback is referenced but connections to specific changes are only briefly explained.	Challenges are mentioned at a high level (“Unity is hard”) with little detail on how the team responded; playtest/client feedback is named but not clearly tied to design changes.	No real discussion of challenges or feedback; or only states “we had bugs” with no explanation of response. Common issues: no reflection on process.
Use Case, Recommendations, and Learning Impact	Clearly describes how the simulation could be used in a real training/instruction setting for the target learners. Offers at least one concrete suggestion for how an instructor/client could check whether learners met the goals (e.g., quiz, checklist, performance task). Provides realistic recommendations for future improvements.	Use case is described and generally realistic; some mention of how it might help learners, with at least a brief idea of how success could be checked, though details may be limited.	Use case is vague (“it could be used in training”) with little detail on when/how; learning impact or assessment is only hinted at and not specific.	No clear use case or learning impact discussion. Common issues: ends at “this would be useful” with no explanation of when/how or how success is measured.
Professionalism, Organization, and Timing	Presentation is well-organized, stays within the 5–8 minute limit, and uses clear, professional language. Transitions between speakers are smooth; slides are readable and support the message. Q&A responses are respectful, focused, and show understanding of the project.	Presentation is generally organized and understandable; may slightly over/under-shoot time. Slides or transitions have minor issues, but overall message is clear. Q&A is handled reasonably well.	Presentation feels rushed or disorganized; time limit is not respected (significantly too short/long). Slides may be cluttered or hard to read. Q&A responses are hesitant or off-topic.	Presentation is very hard to follow, highly informal, or far outside the time limit. Little evidence of rehearsal. Q&A is avoided or handled in a dismissive/confused way.

Client Pitch Rubric (Condensed)

Criterion	Exemplary (10)	Proficient (7–9)	Developing (4–6)	Insufficient / Common Issues (0–3)	Grade
Clarity of Goals, Audience, and Purpose	Clear tagline; client need, purpose, target learners, and learning goals stated so audience easily understands “what/why/who.”	Mostly clear purpose and audience; goals mentioned but brief or generic.	Vague/confusing purpose; weak description of learners or goals.	Very unclear intro; audience can’t tell what or who the simulation is for.	/10
User Experience Walkthrough & Demo Quality	Demo + narration clearly show user flow; issues handled calmly; key interactions tied to goals.	Demo mostly clear; minor skips/glitches but overall understandable.	Hard-to-follow demo; missing steps or repeated issues; goals link mostly implied.	Demo incomplete or not really shown; audience can’t see how a user would use it.	/10
Design Challenges & Use of Feedback	Names at least one real challenge and explains how feedback informed specific design/technical changes.	Mentions a challenge and some response; feedback link is brief.	Generic “Unity is hard” type challenge; little detail on response or changes.	No real discussion of challenges or feedback.	/10
Use Case, Recommendations, and Learning Impact	Clear training/use context, plus at least one concrete idea for assessing whether learners met goals; realistic suggestions for next steps.	General use case and brief mention of benefit/assessment.	Vague “it could be used in training” with little detail; unclear impact.	No meaningful use case or learning impact discussion.	/10
Professionalism, Organization, and Timing	Well-organized, within time, professional tone, readable slides, smooth transitions, solid Q&A.	Mostly organized; small timing or polish issues; Q&A adequate.	Some disorganization; poor timing; cluttered slides; weak Q&A.	Very disorganized, way off time, informal, or hard to follow; Q&A very weak or absent.	/10