**EUC\_4\_005 Design and Practice: Communications Exercise Number 6: Final essay (summative, 50% of mark for communications)**

Write an essay of 1,000 words (including references) based on the following title. **You must use the template** **provided on blackboard under Assignment Templates**. Make sure your occurrence number name and student number are entered in the header of the template.

*Engineers create artefacts and processes through design. Design is open ended and creative. Discuss design processes with reference to your own discipline, and in particular make reference to the relevance of sustainability issues in design.*

You need to submit a **hard copy of the essay** **along with a hard copy of the** **turnitin report** to the faculty office. Instructions for using turnitin have been previously provided and are on Blackboard.

**The essay should be stapled in the top left hand corner**, with the turnitin report at the back (Note, the staple should be sufficiently far into the corner so that all the words on the page are readable). **DO NOT submit the essay in any form of binder or plastic wallet.**

Consideration will be given in the marking to the criteria described below. The criteria are not applied in a mechanical manner, and that your mark will ultimately be the result of our academic judgment.

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|  | **Excellent****First Class (70%+)** | **Very Good****Upper Second (60-69%)** | **Good****Lower Second (50-59%)** | **Satisfactory****Third (40-49%)** | **Unsatisfactory****Fail (39% and below)** |
| Coherence | Full and relevant response to the assignment setOriginality in approachVery informative, relevant and interesting introductionVery well argued piece of work, with main points emerging clearlyVery effective progression of argumentVery effective conclusion, drawing together the main points of argument  | Relevant response to the assignment setSome originality in approachInformative, relevant and interesting introductionWell-argued, with main points emerging clearlyEffective progression of argumentEffective conclusion, drawing together the main points of argument | Some irrelevant responses to the assignment setLittle originality in approach, predictable contentIntroduction may be lacking in focus Organization reasonably clear but with some limitations in respect of: progression of argument, use of paragraphs, and cohesive devicesConclusion may not draw arguments together convincingly | A number of irrelevant points or omissions in relation to the assignment setEssentially predictable contentClumsy introduction Not very clear organization with many limitations in respect of: progression of argument, use of paragraphs and cohesive devicesGenerally unconvincing conclusion | Considerable irrelevance for the requirements of the assignmentInsufficient information conveyedBanal content No introduction, or extremely poor introductionOrganization extremely difficult to follow with many problems regarding progression of argumentNo conclusion, or extremely poor conclusion  |
| Evidence | Excellent reference to empirical and/or experiential evidenceExcellent use of references and examples, soundly and logically integrated in the essayExcellent and appropriate acknowledgement of references and examples, using the Harvard referencing system  | Good reference to empirical and /or experiential evidenceGood use of references and examples, soundly and logically integrated in the essayGood and appropriate acknowledgement of references and examples, using the Harvard referencing system | Uneven research, the results of which may not always be well integrated in the essayUneven reference to empirical and /or experiential evidenceUneven use of references and examples, not always logically integrated in the essayOveruse, awkward or ineffective use of direct quotationsUneven acknowledgement of references and examples, and correct use of Harvard referencing system | Little research if any, with little or no integration in the piece of workLittle reference to empirical and/or experiential evidenceLittle use of references and examplesReferences and examples, when used, incorrectly acknowledgedGenerally incorrect use of Harvard reference system | No evidence of research No reference to empirical and/or experiential evidenceNo reference to sources or quotations within the text Complete inability to follow Harvard referencing system regarding acknowledgment of sources |
| Analysis | Excellent analytical qualities, demonstrated at appropriate intellectual level Excellent balance between description and analysis and justificationExcellent depth of inquiry, insight and critical appraisal | Good analytical qualities demonstrated at a reasonably demanding intellectual levelGood balance between description and analysis and justificationGood depth of inquiry, insight and critical appraisal | Unremarkable analytical qualities. Simple and not always effective argumentation Uneven balance between description and analysis and justificationUneven depth of inquiry, insight and critical appraisal  | Limited evidence of analytical qualities. Coherent argument generally lacking Poor balance between description, analysis and justificationPoor depth of inquiry, insight and critical appraisal | Lack of analytical qualitiesLack of balance between description, analysis and justificationLack of any depth of inquiry, analysis or critical appraisal |
| Presentation | Very confident use of writing style appropriate for the assignment set, including tone and registerAppropriate length (complies with word count)Confident use of paragraphs and cohesive devicesWide range of sentence structures used accurately and effectivelyExcellent command of grammarWide range of vocabularyExcellent spelling and punctuation  | Reasonably confident use of writing style for the assignment, including tone and register, with only minor slips Appropriate length (complies with word count) Confident use of paragraphs and cohesive devicesGood range of sentence structures used accurately and effectively for the most partGood command of grammarGood range of vocabularyGood spelling and punctuation | Suitable use of writing style for the assignment, including tone and registerAppropriate length (complies with word count)Use of paragraphs not always appropriateSentence structures not always accurate or effectiveAdequate command of grammar, although limited in rangeAdequate use of vocabulary, although limited in rangeAdequate spelling and punctuation, although there may be some slips | Insecure use of academic style for the assignment, including tone and register May not be well presented in relation to the assignment set May not comply with word countInsecure use of paragraphsLimited range of sentence structures, not always well mastered Unsure command of grammarLimited mastery of vocabularyA number of spelling and punctuation errors | Poorly presented in relation to the assignment set May not comply with word countInadequate use of academic style for the assignment, including tone and registerPoor use of paragraphs, and general lack of cohesive devices. Very limited range of sentence structuresVery limited appropriate use of grammarVery limited range of effectively used vocabularyPoor spelling and punctuation |
| Referencing | Reference to at least four publicationsInclusion of such references in the textCorrect listing of references in Harvard format at end of essay | Reference to at least four publicationsCompetent Inclusion of such references in the textCorrect listing of references in Harvard format at end of essay | Reference to four publicationsGenerally correct inclusion of such references in textGenerally correct listing of references in the Harvard format at end of essay | Less than four references usedPoor inclusion in of references in text Poor listing of references in Harvard format at end of essay | Insufficient number of referencesVery poor inclusion of references in textAbsence or incorrect listing of references in Harvard format at end of essay |