

Graphic Design Senior Portfolio Assessment Rubric

A. RESULTS

- 1) The Senior Portfolio demonstrates achievement of professional, entry-level competence in Graphic Design, including significant technical mastery.
- 2) The Senior Portfolio demonstrates the capability to solve professional problems independently.
- 3) The Senior Portfolio demonstrates a coherent set of artistic/intellectual goals that are evident in the student's work.
- 4) The Senior Portfolio demonstrates the ability to aesthetically apply the elements and principles of design.
- 5) The Senior Project demonstrates functional knowledge of professional design practices/processes.

B. BASIC VISUAL COMMUNICATION PRINCIPLES AND PROCESSES

- 1) The Senior Portfolio demonstrates the ability to utilize the evolution of communication theories/principles to address various types of contemporary problems.
- 2) The Senior Portfolio demonstrates the ability to plan the design process from problem identification to prototyping design solutions.
- 3) The Senior Portfolio demonstrates the ability to generate multiple effective communication solutions to a single problem.
- 4) The Senior Portfolio demonstrates functional knowledge of creative approaches.
- 5) The Senior Portfolio demonstrates the analytical ability to make appropriate purpose-based choices.
- 6) The Senior Portfolio demonstrates projects that construct narratives/scenarios to describe user experiences.
- 7) The Senior Portfolio demonstrates fluency in the use of formal vocabulary/concepts of design.
- 8) The Senior Portfolio demonstrates the ability to use color theory effectively.
- 9) The Senior Portfolio demonstrates the ability to use basic research skills.
- 10) The Senior Portfolio demonstrates the ability to use typography effectively.
- 11) The Senior Portfolio demonstrates the ability to use images effectively.

C. RESEARCH

- 1) The Senior Portfolio demonstrates the ability to determine patterns of human behavior to develop appropriate design responses.
- 2) The Senior Portfolio demonstrates the ability to develop design responses with respect to cultural/social contexts.
- 3) The Senior Portfolio demonstrates an understanding of design at different scales, ranging from components to systems and from artifacts to experiences.
- 4) The Senior Portfolio demonstrates the ability to exercise critical judgment about the student's own design.
- 5) The Senior Portfolio demonstrates the ability to interpret research findings in design development.

D. TECHNOLOGY

- 1) The Senior Portfolio demonstrates the ability to employ different technologies for specific design problem contexts.
- 2) The Senior Portfolio demonstrates the capability to prototype technological tools.
- 3) The Senior Portfolio demonstrates the ability to analyze the implications of technology on human behavior.

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		Exceeds Expectations - 3	Meets Expectations - 2	Below Expectations - 1
A.1.	Professional entry-level competency			
A.2.	Solve professional problems independently			
A.3.	Coherent set of artistic/intellectual goals			
A.4.	Aesthetically apply the elements and principles of design			
A.5.	Functional knowledge of professional design practices/processes			
B.1.	Utilize the evolution of communication theories/principles to address problems			
B.2.	Design process from problem identification to prototyping design solutions			
B.3.	Generate multiple effective communication solutions to a single problem			
B.4.	Functional knowledge of creative approaches			
B.5.	Analytical ability to make appropriate purpose-based choices			
B.6.	Constructs narratives/scenarios to describe user experiences			
B.7.	Fluency in the use of formal vocabulary/concepts of design			
B.8.	Ability to use color theory effectively			
B.9.	Ability to use basic research skills			
B.10.	Ability to use typography effectively			
B.11.	Ability to use images effectively			
C.1.	Ability to determine patterns of human behavior to develop design responses			
C.2.	Ability to develop design responses with respect to cultural/social contexts			
C.3.	Understanding of design at different scales			
C.4.	Ability to exercise critical judgment about the student's own design			
C.5.	Ability to interpret research findings in design development			
D.1.	Ability to employ different technologies for specific design problem contexts			
D.2.	Capability to prototype technological tools			
D.3.	Ability to analyze the implications of technology on human behavior			