

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
 - 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
 - The Senior Portfolio demonstrates the capability to protect
 - 3) The Senior Portfolio demonstrates the ability to analyze behavior.

