

DIGITAL DESIGN PORTFOLIO RUBRIC

<i>EVALUATION CRITERIA QUALITY LEVELS: Methods</i>					
	1	2	3	4	5
<p>Process Research and Analysis of Information</p> <p>Compilation of relevant data, identifying resources regarding the project</p> <p>Synthesis of the information collected to formulate a deeper understanding of context(s)</p>	<ul style="list-style-type: none"> - Shows little or no sense of research - Shows little or no analysis of information - Shows a very limited collection of materials, and a process comprised of that which is the most obvious, readily available, or supplied/given - Demonstrates limited ability to make selections from information gathered for use in work synthesis 	<ul style="list-style-type: none"> - Uses readily available research material - Uses research and a collection of materials that are of limited quality - Demonstrates ability to select and analyze some of the information gathered 	<ul style="list-style-type: none"> - Extends research beyond sources and information that are immediately available - Presents a range of materials - Shows thought in selecting and analyzing information gathered 	<ul style="list-style-type: none"> - Shows imagination in research of information - Uses a broad collection of materials related both directly and indirectly to the - Demonstrates care and attention in selecting and analyzing information 	<ul style="list-style-type: none"> - Shows substantial ability in researching and exploring a broad range of information sources - Uses a very broad collection of materials related both directly and indirectly to the topic - Demonstrates an accomplished ability in analyzing and selecting information
	1	2	3	4	5
<p>Process: Generating and Selecting Ideas</p> <p>Generation of multiple alternative solutions</p> <p>Generation of a broad range of visual exploration to mediate ideas</p> <p>Transformation of information into meaningful messages</p>	<ul style="list-style-type: none"> - Generates only one or two ideas for selection; may not be able to move past the first or second idea - Generates ideas of limited quality - Shows very limited judgment in the selection of an idea - Shows very limited range of visual exploration 	<ul style="list-style-type: none"> - Generates only a few ideas for selection; ideas are of limited quality - Develops ideas to an obvious conclusion - Shows limited judgment in the selection of an idea - Shows some range of visual exploration 	<ul style="list-style-type: none"> - Generates several ideas for selection; some of the ideas are of good quality - Develops ideas beyond the obvious - Demonstrates judgment in the selection of ideas - Shows a range of visual exploration - Modifies and adapts research and information to fit the requirements of the project 	<ul style="list-style-type: none"> - Generates a substantial number of imaginative ideas - Develops ideas to reasonable and imaginative conclusions - Uses solid judgment in selecting ideas to pursue - Shows experimentation and a very broad range of exploration in developing ideas and visual form - Transforms and applies information intelligently 	<ul style="list-style-type: none"> - Develops a very broad range of mature ideas that demonstrate risk-taking imagination, and that are highly memorable - Demonstrates an advanced understanding of idea selection and execution - Uses multiple modes of experimentation in developing ideas and visual form - Uses intelligence and imagination to transform information into meaningful patterns and images

DIGITAL DESIGN PORTFOLIO RUBRIC

<i>EVALUATION CRITERIA QUALITY LEVELS: Methods</i>					
	1	2	3	4	5
<p>Writing Sample</p> <p>Contextualization, critical thinking, self-evaluation, reflection, Ideation process, creative thinking, design vocabulary</p>	<p>Presents mere sequences of events and is generally descriptive</p> <ul style="list-style-type: none"> - Neglects certain required component(s) - Demonstrates little or no insight or self-reflection - Lacks insight on how best to improve work - Demonstrates poor writing skills in terms of editing, spelling, grammar, and/or punctuation) - Uses graphic design vocabulary inconsistently or fails to use proper terminology altogether 	<ul style="list-style-type: none"> - Addresses the required components only minimally - Shows limited insight into the personal creative process - Shows limited evidence of consideration for one's own work in relationship to that of others (peers, professionals, etc.) - Provides at least one insightful point on how to improve work - Demonstrates adequate writing skills; graphic design vocabulary is employed 	<ul style="list-style-type: none"> - Shows insight regarding one's own work and creative process; addresses all required components - Provides description and some analysis of one's own work in relationship to that of peers, professionals, etc. - Outlines at least some insights on how best to improve the work; insight into strengths and weaknesses of one's own work is shown - Uses graphic design vocabulary with competence and skill 	<ul style="list-style-type: none"> - Demonstrates mastery in critical self-reflection - Provides insight into conceptual problem solving and ideation; uses methods, concepts and theories in new contexts - Provides interpretation and critical analysis of the work in relation to graphic design history and contemporary cultural frameworks - Outlines strategies for the improvement of work - Demonstrates a mastery of graphic design vocabulary 	<ul style="list-style-type: none"> - Demonstrates a very mature level of critical self-reflection - Uses highly imaginative and innovative conceptual problem solving and ideation; shows mature and intelligent uses of methods, concepts and theories in new contexts - Shows a very high level of interpretation and critical analysis of the work in relation to graphic design history and contemporary cultural frameworks - Suggests insightful strategies for the improvement of work - Demonstrates a mastery of graphic design vocabulary
	1	2	3	4	5
<p>Conceptual Thinking</p> <p>Creativity, originality, Innovation demonstrated in the construction of meaningful messages, symbolic representation, and solutions to communication problems Communicative, memorable, and conceptual solutions that address audiences, contexts, project objectives</p>	<ul style="list-style-type: none"> - Identifies few to no concepts - Uses concepts of very limited quality that are obvious, surface-level, uncommunicative, and/or ineffective - identifies solutions that focus mainly on form instead of ideas - Identifies shallow solutions that reflect little to no understanding of project objectives 	<ul style="list-style-type: none"> - Identifies few concepts - Uses concepts of limited quality that are obvious, uncommunicative, surface-level, ineffective, and/or underdeveloped - Identifies solutions that reflect a very limited understanding of how to address project objectives, audiences, and contexts creatively 	<ul style="list-style-type: none"> - Identifies good concepts that meet project goals and purposes - Develops concepts beyond the obvious and surface-level - Executes concepts competently; chosen concepts communicate effectively - Demonstrates ability to construct meaningful messages - Addresses audiences and project objectives thoughtfully 	<ul style="list-style-type: none"> - Identifies multiple imaginative concepts that meet project goals and purposes - Identifies multiple concepts that are memorable and highly communicative - Addresses audiences, contexts, and all aspects of project objectives creatively - Demonstrates an understanding of both historical and contemporary frameworks 	<ul style="list-style-type: none"> - Demonstrates multiple instances of risk-taking - Identifies concepts that are innovative, memorable, and original - Addresses audiences, contexts, and all aspects of project objectives creatively within each concept employed - Demonstrates mature thinking and a highly developed imagination - Demonstrates an understanding of both historical and contemporary frameworks in multiple concepts

DIGITAL DESIGN PORTFOLIO RUBRIC

<i>EVALUATION CRITERIA QUALITY LEVELS: Design</i>					
	1	2	3	4	5
<p>Design Principles</p> <p>Form, scale, weight, texture, emphasis, hierarchy</p>	<ul style="list-style-type: none"> - Demonstrates little to no compositional skills - Contains no developed hierarchy of elements - Demonstrates little to no understanding of design principles 	<ul style="list-style-type: none"> - Demonstrates evolving compositional skills - Employs compositions that are predictable and/or do not address the design problem - Demonstrates a limited understanding of hierarch 	<ul style="list-style-type: none"> - Demonstrates understanding of design principles - Employs compositions that are appropriate for the design problem - Demonstrates a developed understanding of hierarchy 	<ul style="list-style-type: none"> - Demonstrates an advanced understanding of principles - Employs compositions appropriate for the problem - Uses well-developed hierarchy - Demonstrates excellent contrast and scale relationships 	<ul style="list-style-type: none"> - Demonstrates an advanced level of understanding - Employs a high degree of imagination in composition and form - Demonstrates risk-taking
<p>Color</p> <p>Selecting colors within work Managing production, printing of colors</p>	<ul style="list-style-type: none"> - Uses color predictably or inappropriately - Demonstrates a limited understanding of color theory - Demonstrates limited grasp of technical color execution 	<ul style="list-style-type: none"> - Uses colors that are appropriate for the design problem, but unoriginal - Demonstrates understanding of color theory - Demonstrates adequate grasp of technical color execution 	<ul style="list-style-type: none"> - Demonstrates skill in color selection - Uses palettes appropriate for the design problem - Demonstrates competent grasp of technical color execution 	<ul style="list-style-type: none"> - Uses color in exciting and unexpected ways - Uses palettes appropriate for the design problem - Employs a high level of technical color execution 	<ul style="list-style-type: none"> - Uses sophisticated palettes - Uses palettes appropriate for the design problem - Demonstrates risk-taking - Shows masterful technical production and successful color experimentation
<p>Use of Imagery</p> <p>The ability to create and develop visual form in response to communication problems An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages Relevant tools and technologies including but not limited to: drawing, offset printing, photography, time-based and interactive media (film, video, computer, multimedia)</p>	<ul style="list-style-type: none"> - Employs images with little or no conceptual rationale and/or those that do not address the design problem - Employs images that are predictable and not creative - Demonstrates limited judgment in the selection of images - Demonstrates a limited understanding of software and tools 	<ul style="list-style-type: none"> - Employs images that demonstrate limited creative thinking and concepts that are obvious - Demonstrates evolving judgment in the selection of images - Uses images that may not be appropriate for the design problem - Demonstrates a basic understanding of software, tools, and technical specifications 	<ul style="list-style-type: none"> - Develops image ideas beyond the obvious; concepts address the design problem - Shows ability in selecting images that are successful and appropriate for the design problem - Demonstrates proper use of technology - Demonstrates a skilled use of software, tools, and technical specifications 	<ul style="list-style-type: none"> - Develops image concepts that are memorable and appropriate - Uses words and pictures that move from denotative to connotative - Shows ability in selecting memorable images - Demonstrates the creation of original images - Demonstrates an advanced handling of software, tools, and techniques - Considers technical and project specifications 	<ul style="list-style-type: none"> - Demonstrates risk-taking and the use of innovative, original imagery - Uses words and pictures that move from denotative to connotative - Shows ability in selecting images that are memorable and sophisticated - Demonstrates the creation of original images - Demonstrates professional experimentation with software, tools, and techniques - Exhibits an understanding of historical and contemporary frameworks

DIGITAL DESIGN PORTFOLIO RUBRIC

<i>EVALUATION CRITERIA QUALITY LEVELS: Design</i>					
	1	2	3	4	5
<p>Expressive Typography</p> <p>Conveying meaning through typographic form</p>	<ul style="list-style-type: none"> - Employs typographic solutions that do not communicate ideas and lack concepts - Employs typographic solutions that are not creative - Demonstrates a limited understanding of typeface selection - Fails to demonstrate ability in regards to scale and contrast 	<ul style="list-style-type: none"> - Employs concepts or ideas that do not address the design problem - Employs typographic solutions that are predictable - Demonstrates an evolving understanding of typeface selection - Demonstrates ability in regards to scale and contrast 	<ul style="list-style-type: none"> - Employs concepts that communicate effectively and are developed beyond the obvious - Employs typographic solutions that are appropriate for the design problem - Demonstrates good judgment in typeface selection - Shows successful contrast and scale relationships 	<ul style="list-style-type: none"> - Employs concepts that are memorable and highly communicative - Uses concepts that address the problem in unique ways - Demonstrates imaginative typographic forms - Demonstrates good judgment in typeface selection - Shows advanced contrast and scale relationships 	<ul style="list-style-type: none"> - Employs concepts that demonstrate risk-taking - Employs typographic solutions that address the design problem in innovative ways - Uses well-developed, creative typographic compositions - Employs metaphor and visual pun - Shows grasp of historical and contemporary frameworks
	1	2	3	4	5
<p>Typographic Structure</p> <p>Line, paragraph, detail, hierarchy, grid structure, page, technical formatting</p>	<ul style="list-style-type: none"> - Exhibits a lack of basic understanding and detail - Demonstrates no grasp of page hierarchy - Uses typefaces that are not appropriate for the design problem - Demonstrates a limited ability to use software for formatting text 	<ul style="list-style-type: none"> - Exhibits an adequate understanding of typographic usage - Demonstrates an evolving grasp of page hierarchy - Shows limited judgment in the selection and combination of typefaces - Demonstrates a basic understanding of software and text formatting 	<ul style="list-style-type: none"> - Exhibits a competent grasp of typographic usage - Shows good judgment in typeface selection, page composition, grid structures - Uses appropriate typeface choices and combinations - Uses proper glyphs and expert non-alphabetic characters - Shows proper usage of software to format text 	<ul style="list-style-type: none"> - Demonstrates mature usage of the page and grid - Exhibits unique typeface choices and combinations - Uses proper glyphs and expert non-alphabetic characters - Demonstrates skilled usage of software to format text - Shows proper usage of type-setting techniques - Exhibits high level of typographic usage, attention to detail 	<ul style="list-style-type: none"> - Demonstrates masterful typographic usage, attention to detail - Employs unique ways for utilizing the page and grid - Exhibits imagination in choices and combinations of typefaces - Uses proper glyphs and expert non-alphabetic characters - Shows a grasp of historical and contemporary frameworks - Exhibits a professional use of formatting techniques
<i>EVALUATION CRITERIA QUALITY LEVELS: Craft & Production</i>					
	1	2	3	4	5
<p>Craft & Production</p> <p>Presentation and execution of work, manual production, ability to handle materials, overall polish</p>	<ul style="list-style-type: none"> - Exhibits a poor sense of craft - Demonstrates lack of care and attention to detail 	<ul style="list-style-type: none"> - Exhibits an evolving sense of craft - Demonstrates lack of attention to detail 	<ul style="list-style-type: none"> - Exhibits an evident sense of craft - Uses manual production techniques competently 	<ul style="list-style-type: none"> - Exhibits a high sense of craft and production - Exhibits attention to detail - Uses care in production and handling of tools 	<ul style="list-style-type: none"> - Exhibits masterful and professional sense of craft, production, handling of all tools - Exhibits attention to detail