

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 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

