

Visual Communications Senior Portfolio Review

Student:

Reviewer:

March 2007

Criteria	1 - Unacceptable	2 - Acceptable	3 - Good/Solid	4 - Exemplary	Score
CRAFT Pay attention to details. Straight lines, clean edges, overall neatness	Sloppiness in details of construction, execution and presentation.	Slight lack of perfection in details of construction, execution and presentation.	Careful attention paid to neatness and details of construction, execution and presentation.	Careful attention paid to neatness and details of construction, execution and presentation. Uses materials in unexpected and surprising ways.	
TYPOGRAPHY Use typography that expresses an attitude toward the subject and the concept, clearly organizes the information, and is readable	Shows no evidence of understanding or using basic principles of typography for organization, readability, and expression	Shows minimal understanding of using basic typographic principles for organization, readability, and expression	Shows solid understanding of basic principles of typography for organization, readability, and expression	Work surpasses solid understanding of typography by showing innovation and individual expression	
SKILLS Show proficiency in using both digital and analog processes.	Lack of proficiency in demonstrated knowledge of at least two processes	Shows minimal proficiency in two or more demonstrated processes	Shows solid proficiency in two or more demonstrated processes	Shows outstanding proficiency in two or more demonstrated processes.	
STYLE Communicate unique "character" through conceptual voice, color, technique, content, methodology, and point of view	Style is not clearly communicated, or is clearly derivative	Style is communicated but is not distinctive	Style communicated is contemporary and appropriate	Style communicated is clear and innovative in a contemporary context	
VOCABULARY Talk about your work professionally using the language of design—formal relationships, hierarchy, color theory, and semantics	Unable to communicate clearly about work using professional terms and language	Minimally able to communicate about some aspects of work using professional terms and language	Able to communicate clearly about work using relevant professional terms and language	Eloquently expresses understanding of work using relevant descriptive and professional terms and language	
AWARENESS Locate your work ideologically within the profession, culture and society. Know where it falls on both a philosophical and aesthetic continuum	Demonstrates no understanding of intention, location, or impression of work	Demonstrates some understanding of intention, location, or impression of work, but lacks understanding in at least one required area (profession, culture or society)	Demonstrates accurate understanding of intention, location, or impression of work in all required areas (profession, culture or society)	Demonstrates accurate understanding of intention, location, or impression of work in all required areas (profession, culture or society) and shows promise to be an innovative leader in moving design forward	

Scoring: 0 - 10 = needs major revision 11 - 15 = workable, some revision 16 - 20 = solid/good, minor revision 21 - 24 = exemplary [V.2.]	TOTAL
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