

Student ID Number \_\_\_\_\_ Evaluator \_\_\_\_\_

**Learning Objective 3: Create a professional portfolio for transfer or employment**

**Learning Outcome A:**

**Effectively organize and present work in a portfolio:**

Criteria:	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations	Score
1) Produce neat, visually well-organized portfolio using a professional approach and display format.	Work lacks any clear organization or pattern. Pieces chosen either do not clearly communicate student's strengths or indicate few if any strengths. Overall presentation of portfolio of pieces is unprofessional. Number of pieces is either too many or too few to provide an effective presentation.	Work is clearly organized by skill category or based on design objectives. Pieces chosen adequately demonstrate student's strengths. Portfolio pieces are presented in a professional format. Number of pieces included are adequate for the portfolio's purpose	The organization of work by skill category or design objectives is highly effective. Pieces chosen demonstrate student's strengths exceptionally well. Portfolio pieces are presented in a professional format which is exceptionally creative and/or responsive to the target audience. Number of pieces included provide an exceptionally succinct and clear representation.	
2) Includes work showing student's graphic design ability with respect to the criteria of the targeted audience: Check one  _____ Transfer Institution _____ Employer	The skills emphasized in the work displayed do not reflect attention to the interests and requirements of the targeted audience.	The skills emphasized in the work displayed reflect adequate attention to the interests and requirements of the targeted audience.	The skills emphasized in the work displayed reflect a high degree of attention to the interests and requirements of the targeted audience.	
				<b>Total</b> _____

**Learning Outcome B:**

**Write and design an effective resume**

Criteria:	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations	Score
1) Organization/content reflects an understanding of workplace/industry standards for resumes.	The information is not organized according to workplace industry standards. Includes few of the necessary elements of an effective resume.	The information is included but could be organized and presented in a better format. Most of the necessary elements e.g. education, awards or recognition, professional associations, participation in exhibits are included but could be organized and presented in a more professional format.	The information is clearly organized in a professional manner. Includes most all of the necessary elements of an effective resume e.g. education, awards or recognition, professional associations, participation in exhibits, and clearly defined career goals and objectives.	

Criteria:	Needs Improvement	Meets Expectations	Exceeds Expectations	Score
2) Resume reflects appropriate print design skills such as layout, hierarchy and typesetting.	Visual organization and/or layout need work. Hierarchy is confusing and needs a professional format. Print design skills are inadequately demonstrated.	Print design skills are obvious to the reader and reflect industry standards. Visual organization and/or layout is adequate for the purpose.	Print design skills are impressive, obvious to the reader and reflect industry standards. Layout, hierarchy and typesetting are professionally incorporated in overall resume design.	
3) The appearance of the resume reflects professionalism and individualism.	Writing is mostly unprofessional and contains many errors. Little individuality is expressed in the design. Overall, has an unprofessional appearance and tone.	Writing is adequate, with some work needed to be error free and to have a professional tone. Work appears professional, but lacks strong expression of individuality in the design.	Resume is well-written, succinct, reflective of individuality in the design, and overall, has a highly professional tone and appearance.	
				Total _____
<b>Learning Outcome C:</b> Effectively communicate the skills and knowledge demonstrated in the work displayed in the portfolio				
Criteria:	1	2	3	
1) Present portfolio simulating a professional interview.	The students presentation does not include all the elements of a complete and effective presentation. Goals were not completely described and the design process not fully articulated.	The students presentation includes most of the elements of a complete and effective presentation. However, the student could not communicate the goal and rationale of the pieces.	Student was able to effectively articulate the overall objective of the portfolio and communicate the rationale behind the inclusion of the selected pieces.	
2) Effectively describe, orally or in writing, goal and design process for each piece in the portfolio	Description of the development of each piece was quite limited and incomplete. Student was not able to effectively articulate the relationship between the goal and design process for portfolio pieces.	Student was able to describe the process of developing, creating and designing pieces. Student needs to work on how the designs support the goal.	Student was able to effectively and completely describe the design process associated with each piece. The goal of the project is clear, the steps and decisions associated in the development of the piece and how the piece accomplishes the goal.	
3) Portfolio as well as self presentation are appropriate and effective for targeted audiences	Presentation was unorganized. Student needs more work on time management for targeted audience. Appearance was not professional.	The selection and order of work presented indicates a satisfactory, though not exceptional level of organization. Time management was adequate. Student's appearance and demeanor was generally	Presentation exceptionally well organized with good use of time. Student exhibited a professional appearance and demeanor.	
				Total _____