PORTFOLIO - Assessment Rubric

<table>
<thead>
<tr>
<th>Student:</th>
<th>Assessor:</th>
<th>Assessment Date:</th>
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A Portfolio is rated for competency in two areas: written and visual. Students are required to submit two examples of their work that is representative of each competency, a total of four examples. However, students may provide one example to illustrate more than one competency. It should be clear in the student’s portfolio which competency area an item represents. (See student portfolio instructions for more information.)

Score the examples using the following scale:

4 = Excellent. Exceptional work, utilizing all principles taught in class. Careful attention to detail and following instructions.
3 = Good. Good work, above average. Applying principles with distinction.
2 = Average. Average work, in step with the class as a whole. Met the basic requirements.
1 = Poor. Poor work with little obvious effort or results. Not applying principles, not following instructions.
0 = Unacceptable. Failure.

I. WRITTEN COMMUNICATION - Communicates competently through the written word.

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<th>Competency</th>
<th>Explanation</th>
<th>Possible portfolio examples</th>
<th>SCORE</th>
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</table>
| 1. Written Communication | ▪ Uses correct spelling, grammar, and punctuation  
▪ Organizes information logically and appropriately  
▪ Effectively synthesizes information from multiple sources  
▪ Appropriately addresses audience  
▪ Shows evidence of careful planning and editing | Wichitan articles  
PR/Advertising campaign materials  
Items written for an internship  
Research papers  
Items from writing classes | 0 = unacceptable  
1 = poor  
2 = average  
3 = good  
4 = excellent |

II. VISUAL COMMUNICATION – Communicates competently using visual theories and elements.

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<th>SCORE</th>
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| 3. Visual Communication | ▪ Effectively uses typeface  
▪ Effectively uses white space  
▪ Effectively uses color and/or contrasting elements  
▪ Effectively uses graphic elements  
▪ Adapts visual elements to the audience | Wichitan layouts  
Photos  
PR/Advertising campaign materials  
Videos  
Web pages  
Design course projects | 0 = unacceptable  
1 = poor  
2 = average  
3 = good  
4 = excellent |