

GRADUATION DATE \_\_\_\_\_ Name \_\_\_\_\_

## SENIOR PORTFOLIO Design Evaluation Form

	4 SUPERIOR	3 ABOVE AVERAGE	2 AVERAGE	1 BELOW AVERAGE
<b>PRESENTATION SKILLS</b>				
Ability to state project purpose	4	3	2	1
Rationale of design directions	4	3	2	1
Displays professional attitude & appearance	4	3	2	1
Craftsmanship of portfolio pieces	4	3	2	1
Demonstrate competency in technical preparation of portfolio pieces	4	3	2	1
<b>CONCEPTUAL SKILLS</b>				
Appropriateness of conceptual directions	4	3	2	1
Use of visual concepts	4	3	2	1
Appropriate stylistic approaches	4	3	2	1
Effectiveness of design solutions	4	3	2	1
<b>LAYOUT SKILLS</b>				
Choice of typography	4	3	2	1
Use of typography	4	3	2	1
Choice of visuals	4	3	2	1
Use of visuals	4	3	2	1
Choice of color schemes	4	3	2	1
Use of color	4	3	2	1
Page layout	4	3	2	1
Arrangement of design elements	4	3	2	1
Use of formats	4	3	2	1
<b>STUDENT'S ORIGINAL ILLUSTRATIONS PIECES (If applicable)</b>				
Appropriateness of visual concept	4	3	2	1
Choice of subject matter	4	3	2	1
Use of medium	4	3	2	1
Appropriate choice of style	4	3	2	1
<b>STUDENT'S ORIGINAL PHOTOGRAPHY PIECES (If applicable)</b>				
Appropriateness of visual concept	4	3	2	1
Choice of subject matter	4	3	2	1
Use of medium	4	3	2	1
Appropriate choice of style	4	3	2	1
<b>OVERALL</b>				
Ability to accept criticism	4	3	2	1
Demonstrates an understanding of the graphic design process	4	3	2	1
Compared to other entry level portfolios	4	3	2	1

Was there any particularly strong project you saw in this student's portfolio?

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Was there any particularly weak project you saw in this student's portfolio?

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Is there any area of particular strength you saw in this student's portfolio?

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Is there any area of particular weakness you saw in this student's portfolio?

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Additional suggestions?

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**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**ORGANIZATION** \_\_\_\_\_

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