

SENIOR PORTFOLIO

Design Evaluation Criteria

	4 SUPERIOR	3 ABOVE AVERAGE	2 AVERAGE	1 BELOW AVERAGE
PRESENTATION SKILLS				
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
CONCEPTUAL SKILLS				
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
LAYOUT SKILLS				
Choice of typography	4	3	2	1
Family – serif, san serif, script...				
Style – bold, italic, condensed, expanded...				
Font – point sizes and style				
Use of typography	4	3	2	1
Readability				
Legibility				
Choice of visuals	4	3	2	1
Relevance to message, audience, client				
Concept visual metaphor				
Use of visuals	4	3	2	1
Cropping, framing				
Style – color, blk & wht, filters...				
Choice of color schemes	4	3	2	1
Relevance to message, audience, client				
Use of color	4	3	2	1
Page layout	4	3	2	1
Dominate element				
Eye flow				
Balance				
Size of page elements				
Arrangement of page elements				
Readability				
Legibility				
Use of formats	4	3	2	1
Size, height, width, shape				
Relevance to message and style				