

## Comprehensive assessment for Micropublishing and Hypermedia

Categories/ Criteria	Excellent 80-100% pts	Good 70-79% pts	Minimal 60-69% pts	Poor 59 and below
<b>Portfolios</b>  <b>Print</b>  <b>Digital</b>  <b>Online</b>  <b>80%</b>	<b><i>Content</i></b>			
	Portfolio consistently follows an idea-driven process (i.e., selection of pieces in portfolio reflects a broad representation of skills and knowledge); demonstrates original thought, and awareness of audience throughout; rigorously analyzes each piece.	Portfolio follows an idea-driven process well (i.e., selection of pieces in portfolio reflects the student's skills and knowledge); overall, demonstrates original thought, and awareness of audience; analyzes each piece.	Portfolio is not idea-driven (i.e., lacks a clear theme) although it contains some good pieces, overall, the student's skills and knowledge are inconsistently reflected); demonstrates some original thought, and/or awareness of audience; the pieces are not analyzed or very only superficially.	Portfolio lacks focus and coherence; the chosen pieces chosen only weakly convey the student's knowledge and skills; demonstrates very little if any original thought and/or awareness of audience; offers only shallow commentary on the chosen pieces.
	<b><i>Craftsmanship and Use of Tools</i></b>			
	Shows superior command of technique—whether digital or traditional, and is executed with careful attention to detail. Materials and media are handled and/or chosen with refined skill while also enhancing design and concept.  Hand-coded sites are eligible for 90% plus.	Works show good command of technique— whether digital or traditional, and are executed with attention to detail. Materials and media are handled and/or chosen with skill while, for the most part, enhancing design and concept.	Works shows some command of technique—whether digital or traditional; demonstrates an inconsistent attention to detail; materials and media are handled and/or chosen with limited skill, and do not always enhance design or concept	Works show lack of attention to detail in both digital and traditional technique. Materials and media are poorly handled and/or chosen and do not enhance design or concept
	<b><i>Presentation and Organization</i></b>			

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	Portfolio package is professionally presented and organized with consideration for detail, impact, practicality, communication, and appropriateness to career goals. All required elements are present.	Portfolio package is presented and organized in a fairly professional manner.. Consideration has been given to most areas: detail, impact, practicality, communication, and appropriateness to career goals. All required elements are present.	Portfolio package shows some evidence of an effort toward professional presentation, but needs improvement in display and one or more of these areas: detail, impact, practicality, communication, and appropriateness to career goals. More than one required element may be missing.	Portfolio package is not professionally presented or planned. The display detracts significantly from the total presentation, and there is a lack of consideration given to detail, impact, communication, and appropriateness to career goals. Several required elements are missing.
	<b><i>Composition, Typography, and Design</i></b>			
	Portfolio demonstrates an excellent understanding of the elements and principles of design, as well as sensitivity to typography as both a design element and tool of communication.	Portfolio demonstrates a good working understanding of the elements and principles, as well as some successful attempts to use typography as both a design element and tool of communication	Portfolio demonstrates a competent understanding of the elements and principles, but shows a need for further study and practice; typographic work exhibits some sensitivity, but also weakness in more than one area.	Portfolio demonstrates little to no understanding of the elements and principles. Although typographic work exhibits some potential, it is weak in many areas.
	<b><i>Written Expression</i></b>			
	Portfolio is well written with only minor or no grammatical, structural, spelling, and/or typographical errors.	Portfolio is well written overall: the grammatical, structural, spelling, and/or typographical errors are not overly distracting.	Portfolio is not well written: it contains enough grammatical, structural, spelling, and/or typographical errors to be distracting.	Portfolio is poorly written with abundant grammatical, structural, spelling, and/or typographical errors that obscure meaning.
<b>Student Showcase (Vernissage)</b> <b>20%</b>	/1 Participation in showcase (during setup, the event itself, and take- down) /1 Organization of the event and one's personal display /1 Mounting and printing and online publishing of one's pieces /1 Professionalism (punctuality, professional attitude and communication, and appropriate attire) /4 * 5 = /20			