Program Comprehensive Assessment Instructions

Graduate Profile

Graduates of Multimedia Integration will apply theories, principles, and elements of design

Main Objective

Present portfolios of your design work from the each of the four streams: print, web, motion graphics, and emerging technologies. Your work in each stream should incorporate a variety of media. Your portfolio selections should represent your post-graduation goals. Organize, prepare, and participate in a showcase of your best work.

Portfolios

Your portfolios should demonstrate the proficiencies you have acquired in the program.
Projects should show evidence of design concepts and techniques learned. The work chosen should show careful consideration of your best work.

Print Portfolio

Your print portfolio must be presented in a physical medium.

An effective Print Portfolio will contain examples of work that are clearly labeled with captions and descriptions of the design thinking, concepts and tools used. You can use a problem/solution description for this. You should choose only the best work for your portfolio. Generally, 12 to 15 examples are ideal.

Digital Portfolio

Your digital portfolio is generally a single file that can be shared electronically and linked from your online portfolio. Normally it is a digital version of your print portfolio but may contain other work as is appropriate.

Online Portfolio

Your online portfolio must be available with a link from a web site of 582 Multimedia Graduate work. It will include work from print media, web development, motion graphics and emerging technologies.

An effective online portfolio will contain examples of work that are clearly labeled with captions and descriptions of the design thinking, concepts and tools used. You can use a problem/solution description for this. You should choose only the best work for your portfolio.

Showcase of Work

You will be expected to participate in both preparation of and presentation during the public exhibition. This presentation includes your collection of portfolios (print and online) along with additional supporting media. An oral component will include students' ability to discuss their creative processes and elaborate on the works shown.

Evaluation Criteria

Your portfolio will be evaluated based on the following criteria: content, craftsmanship, organization, design and written expression. See the PCA Rubric for details.

The showcase of work will be evaluated based on preparation, participation, presentation and professionalism.

Optional Elements

Feel free to be creative, adding anything you think might enhance your portfolios to meet any or all your objectives.