

Reviewer:

Student Name:

**Print and Web Portfolios: Rubric grading outline - what's in a perfect score?**

Conceptual decisions:	<b>Assets List</b> - Organization of individual pieces and grouping in a logical, cohesive manner	<b>Timeline</b> - Student is demonstrating an understanding of the scope of the project, has allocated sufficient time to successfully complete portfolio, and is successful in their record-keeping.	<b>1 is given</b> when portfolio is less than 1/2 way completed, is perceived as lacking clear direction, or lacks a cohesiveness in vision.	<b>2 is given</b> when portfolio is at least 1/2 way completed, and there is an understanding of direction. However, some of the backend work may not be clearly evident.	<b>3 is given</b> when portfolio is complete and no fault found
Design	<b>Consistency</b> - Contrast, readability, accessibility, typographic errors and clear graphics are all approved by instructor and reviewees.	<b>Unique style</b> - branding of identity clear and used wisely	<b>1 is given</b> when graphics are not clean and layout not fully realized. Included in this should be spelling and grammatical	<b>2 is given</b> when portfolio is virtually completed. Some design or rephrasing may have been suggested.	<b>3 is given</b> when portfolio is complete and no fault found
Craftsmanship	<b>Standards</b> - code and scripts on external pages; properly commented code; Standard 508 is adhered to	<b>Usability</b> - All links should work, no deadend pages. Major graphics have the alt attribute. All links and images are titled. No untitled documents. Meta author, keywords and description.	<b>1 is given</b> when portfolio navigation is missing or unclear, or when scripts are not functioning. Deadend links and missing pages are unacceptable.	<b>2 is given</b> when page comes up quickly, graphics or placeholders are ready, and text/grammar has been approved but not yet implemented completely.	<b>3 is given</b> when portfolio is complete and no fault found

**Soft skills:** As you meet with the student, please take a moment to discuss presentation with them. Offer your views and recommendations. Student and instructor will discuss the following week. Ability to discuss work from conception to completion is necessary.

**Score:**                      **Comments:**

Conceptual decisions:		
Design		
Craftsmanship		
Soft skills:		