

6th Quarter WDIM Assessment Tool

Student Name: _____

Assessed by: _____

Date: _____

The sixth quarter assessment tool is used to mark the competence of students graduating from the Associates program as well as students proceeding with the BS program. Students must pass this assessment in order to graduate, or to progress.

A minimum average score of 3.5 is required to pass.

Quality Criteria	Exemplary (5) Much more than acceptable	Accomplished (4) More than acceptable	Competent (3) Acceptable	Developing (2) Less than acceptable	Basic (1) Much less than acceptable	Score
1. Design						
Application of the vocabulary and concepts of interactive design, through effective communication and creative design.						
Design Elements & Principles (Visual hierarchy, composition and form)	All projects, including the portfolio site demonstrate a strong understanding of design principles.	At least two projects demonstrate a strong understanding of design principles.	A clear understanding of design principles is demonstrated.	Shows some understanding of design principles but projects and portfolio site need significant amount of work.	Demonstrates little to no understanding of design principles.	
Interactivity & UX (navigation, forms, interface elements and usability)	All projects demonstrate a very strong understanding of interaction design and usability principles.	Projects demonstrate an understanding of interaction design and usability principles.	Interactivity and usability is consistent. Few errors found across included projects.	Inconsistent interaction or usability across multiple projects.	Demonstrates little understanding of interaction design and usability principles. Projects are confusing and difficult to navigate.	
Communication (information design, typography, imagery, tone & voice)	Strong use of information design, typography and imagery across entire portfolio. Tone & voice are consistent, appropriate and engaging.	Strong use of communication criteria across some areas of the portfolio. Few improvements to be made to the portfolio site.	Demonstrates an understanding of how information design, type and imagery are used to communicate. Small improvements could be made. Tone and voice are professional.	Use of communication criteria are inconsistent and projects are confusing. Or tone and/or voice is inappropriate.	Demonstrates little understanding of communication criteria. Projects have egregious errors.	
2. Technical Skill						
Demonstration of a strong foundation in interactive development through the use of authoring systems and/or web scripting.						
Coding & Programming (Markup, declarative, procedural and object oriented languages)	Demonstrates clear understanding of all markup and declarative of programming languages. Code is clear, formatted properly and well commented.	Minor improvements could be made to coding practices. Demonstrates strong understanding of how to organize and maintain files	Demonstrates a clear understanding of web standards and how to manage files.	Code is consistently disorganized, inefficient and sloppy. Occasional broken links to related files.	Demonstrates few skills for coding a web site or interactive project properly.	
Functionality (Coded elements work as designed)	Functionality effectively contributes to the uniqueness and concept of the projects.	Functionality is exemplary on at least one project.	All navigation, forms, links and interactive elements function properly with appropriate feedback to the user. Few minor errors found.	Several errors in basic functionality found. Considerable work needed to bring projects up to acceptable standards.	Functionality severely hampered by mistakes, making projects confusing and dysfunctional.	
Professional Design & Production Tools (Appropriate use of tools such as Adobe CS)	Demonstrates expertise with two or more professional tools across projects in the portfolio.	Demonstrates expertise with at least one professional design tool.	Clearly demonstrates skills using professional tools across the Adobe Creative Suite.	Use of design tools is occasionally sloppy and inconsistent. Shows evidence of muddling through, rather than using tools properly.	Clearly uses professional tools incorrectly across many projects. Shows no proficiency with any professional tools.	

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3. Documentation						
Demonstrate the ability to clearly articulate technical and creative problem solving processes and promote their solutions.						
Quantity of Work (Number and variety of quality pieces in portfolio)	More than four quality web projects, or projects are significantly larger in scope and complexity.	Includes three quality web projects, plus the portfolio site. Can include quality non-website or foundational work.	At least two web projects plus the portfolio site. At least four total pieces, including non-website or foundational work.	Less than two quality web projects.	No projects meet acceptable standards for quality. Significant work is needed across the board to bring projects and portfolio up to acceptable standards.	
Process (Articulate creative and technical problem solving)	All projects include well composed challenge/solution statements. No errors found in any challenge/solution statements.	At least two projects include well composed challenge/solution statements. Minor errors found in no more than one challenge/solution statements.	At least one project includes a well composed challenge/solution statement. Or minor improvements could be made to more than one challenge/solution statement.	Challenge/solutions statements are not composed well, or need significant work.	Challenge/solution statements are incomplete or missing entirely.	
Writing (Portfolio contents are well written and technically correct)	Writing is efficient and clearly articulates necessary points.	Grammar and spelling are completely correct. Included projects do not include lorem ipsum text.	Text content is grammatically correct, and spelled correctly with few minor corrections.	Grammar and spelling issues are distracting.	Writing is clearly subpar across the portfolio and included projects	
4. Professional						
Demonstrate the ability to present professionally and work well with others.						
Appearance (Attire at portfolio review)	Dressed professionally, as for a job interview.	More than casual, less than for an interview.	Casual day-to-day attire.	Small improvements to appearance needed.	Sloppy, unprofessional appearance.	
Articulation (Ability to articulate creative vision and promote solutions)	Makes eye contact, appears relaxed, and is able to handle questions with confidence and ease.	Has confidence, but is still a bit stiff and rehearsed.	Presentation rehearsed and articulates creative vision and promotes solutions to design and technical problems.	Presentation promotes solutions, but appears unrehearsed or disjointed. Excessive umms, ahhs or false starts.	Clearly unprepared and can not articulate creative vision or promote solutions.	
Collaboration (Ability to work with others – team project or real world clients)	Presentation clearly articulates an ability to work with others in multiple roles. (With colleagues, with clients, and as a leader)	Challenge/solution statements articulate the ability to work on a team.	At least one project demonstrates an ability to work with others.	Demonstrates little effort to work with others.	No evidence of collaborative work in portfolio and/or an inability to collaborate with others effectively.	
Business Package (Resume, letterhead, business cards, artist statement and leave behind)	More than one piece in the business package is innovative, clever or particularly memorable.	All elements exhibit a high quality of design and show thoughtful planning.	All required elements are present and design matches the portfolio.	One or more elements are missing, or exhibit significant flaws.	Business package is largely incomplete and elements need significant work to achieve acceptable standards.	