

12th Quarter WDIM Assessment Tool

Student Name: _____

The twelfth quarter assessment tool is used to mark the competence of students graduating from the Bachelors program. Students must pass this assessment in order to graduate.

Assessed by: _____

Date: _____

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 very strong understanding of design principles with no clear errors.	Each project demonstrates a strong understanding of design principles.	Some projects could use minor improvements. At least two projects are more than acceptable.	No projects are error free. Significant work needed to bring the portfolio up to acceptable standards.	Design is frequently poor quality across multiple projects.	
Interactivity & UX (navigation, forms, interface elements and usability)	All projects demonstrate a very strong understanding of interaction design and usability principles. Sophisticated / innovative interactivity is included in more than one project.	Interactivity is innovative or sophisticated for at least one project.	Interactivity and usability is consistent. Few errors found across included projects. Projects demonstrate an understanding of interaction design and usability principles.	Inconsistent interaction or usability across multiple projects. Demonstrates understanding of interaction design / usability principles is developing.	Demonstrates little understanding of interaction design and usability principles. Projects are confusing and difficult to navigate.	
Communication (information design, typography, imagery, tone & voice)	Very strong use of information design, typography and imagery across entire portfolio. Tone & voice are consistent, appropriate and engaging.	Very strong use of communication criteria across some areas of the portfolio. Few improvements to be made.	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 four types of programming languages. Code is clear, formatted properly and well commented.	Demonstrates proficiency with at least three of the four types of languages. Minor improvements could be made to coding practices.	Demonstrates a clear understanding of web standards. Demonstrates proficiency with at least HTML & CSS Proficiency with procedural and object oriented languages is developing.	Code is consistently disorganized, inefficient and sloppy.	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.	

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
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 six high quality projects, or projects are significantly larger in scope and complexity. At least two projects are dynamic. At least two projects are live on the web outside of the portfolio.	Meets acceptable standards plus has at least one additional quality project. At least one project is dynamic. At least one project is live on the web outside of the portfolio site.	At least four websites plus the portfolio site. Sites demonstrate quality and variety.	Less than four quality websites or the portfolio site is not of acceptable quality. Portfolio lacks a demonstration of depth and understanding of professional standards.	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)	More than one process piece, or process piece clearly articulates challenges and solutions for different types of problems.	Included process piece clearly articulates both challenges and solutions effectively.	Portfolio includes process description for at least one project in the portfolio.	Process piece fails to articulate how the student arrived at a solution.	No process piece included.	
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)	Process piece clearly shows how working with others led to a better project.	At least one project demonstrates an ability to work with others.	Ability to articulate the process of working with others is weak. Little evidence of collaborative work in the portfolio.	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.	