Design Management | Foundation Portfolio Rubric

	Grading Criteria	Maximum Points	Points Awarded	Notes:
Design	**Craftsmanship** *(Technology & Production criteria)* • All images, printing, binding, paper and other materials are appropriate in quality and/or form according to the design concept • Special attention is given to details of construction and finishing touches including cutting, folding, alignment, gluing, etc.	20		
	Design Track *(Process Skills criteria)* • Demonstrates the student's working knowledge of industry and design concepts related to chosen design track through the display of designs, design briefs, design critiques and/or other elements	10		
	Layout/Design Skills *(Technology & Production criteria)* • Imagery is appropriate to design concept and proper resolution • Consistency of design elements assists in the viewer experience • Design follows a grid system and arrangement of elements considers the viewers eye movement • Student follows basic rules of typography for readability, legibility, hierarchy, and functionality	10		
	Design Software Knowledge *(Technology & Production criteria)* • Student uses appropriate professional design software in the production and printing of portfolio (InDesign for layout, Photoshop for image manipulation, Illustrator for vector art) • Student properly packages files for transport and printing	5		
	Personal Identity *(Communications criteria)* • Unique personal identity is applied throughout all elements • All design choices are driven by identity • Identity represents the student's professional and/or personal strengths as a design manager	5		
Business	**Business Concept Categories** *(Basic Skills criteria)* • Demonstrates knowledge of business concepts from at least three of the following categories: marketing, organizational behavior, accounting/financial management, business law, business ethics, or business planning			
	Business Concept Category 1: _____ • Identifies key business issues or problems • Analyzes the situation and evaluates options • Presents information and/or solutions using appropriate terminology	10		
	Business Concept Category 2: _____ • Identifies key business issues or problems • Analyzes the situation and evaluates options • Presents information and/or solutions using appropriate terminology	10		
	Business Concept Category 3: _____ • Identifies key business issues or problems • Analyzes the situation and evaluates options • Presents information and/or solutions using appropriate terminology	10		
	Business Communications • All communications have a clear purpose, use proper terminology and contain no grammatical errors			
	Internal Communications *(Communications criteria)* • Uses shorter succinct sentence structure • Uses headers, sub-headers, visuals and executive summaries to guide the business reader • Is written predominantly in active voice and avoids self-identifiers	10		
	External Communications *(Communications criteria)* • Has clear audience-driven purpose • Writing style matches the identified audience • Includes a call to action if appropriate	10		