

RUBRIC

The portfolio has three case studies.

- ☐ 0 pts
No
- ☐ 3 pts
Yes

Portfolio has a cohesive personal brand identity with a consistent tone of voice.

- ☐ 0 pts
No
- ☐ 2 pts
Yes

Portfolio has a splash/welcome page.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the designer's role in the project.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the project goal.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the target audience.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the key challenges or constraints.

- ☐ 0 pts

No

- ☐ 1 pt
Yes

All case studies describe the research study details.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the initial design concepts.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the sketches or wireframes.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the user testing results.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the mockups or high-fidelity prototypes of final, polished designs.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

All case studies describe the conclusion noting what was learned through the design process and possible next steps.

- ☐ 0 pts
No
- ☐ 1 pt
Yes

Portfolio has a clear navigation.

—

☐ 0 pts
No

☐ 1 pt
Yes

Portfolio has a dynamic layout.

☐ 0 pts
No

☐ 1 pt
Yes

Portfolio links to designer's resume.

☐ 0 pts
No

☐ 1 pt
Yes

Portfolio links to designer's contact info.

☐ 0 pts
No

☐ 1 pt
Yes

If you have any comments about what the learner did particularly well or could improve, please share them here.

//