Portfolio Rubric / **UX Design**

Design Principles

This person understands and displays knowledge of design principles.

Quality Human

This person empathizes for the user problem and cares for the common good.

Complex Problems

This person does not stray from the difficult solution, but welcomes a tough, in-depth challenge.

Technical Proficiency

This person is technically sound in their specialty.

Communication

This person communicates all of the above effectively and to their correct audiences

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- Designs to solve a problem for a user.
- Showcases elements of who they are.
- Consistent output across multiple medias.
- Projects presented are quality over quantity.`
- Depth of process communicated effectively.
- Their role is clear vs. others roles in projects.

4

- Designs to solve a problem for a user.
- Consistent output across multiple medias.
- Projects presented are quality over quantity.
- Depth of process communicated effectively.

3

- Designs to solve a problem.
- Most work is only in one medium.
- Projects presented are a mixture of quality and quantity.
- Depth of process may not be fully communicated.
- Their role in projects is unclear, but maybe worth looking into.

2

- Designs are artistic, do not focus on a user.
- Inconsistent output across multiple medias.
- Projects presented are quantity over quality (poor examples given).
- Depth of process communicated ineffectively.

1

- Portfolio link does not work/password not given.
- Portfolio is a lengthy PDF.
- Designs do not tell a story.
- Only hardware exploration, dependency on a physical product.
- Depth of process communicated ineffectively.