

STUDENT: _____

EVALUATOR: _____

MEETS	USUALLY MEETS	DOES NOT MEET
6-8 POINTS <input type="checkbox"/>	3-5 POINTS <input type="checkbox"/>	0-2 POINTS <input type="checkbox"/>
6-8 POINTS <input type="checkbox"/>	3-5 POINTS <input type="checkbox"/>	0-2 POINTS <input type="checkbox"/>
6-8 POINTS <input type="checkbox"/>	3-5 POINTS <input type="checkbox"/>	0-2 POINTS <input type="checkbox"/>
TOTAL	17-24 POINTS <input type="checkbox"/>	09-16 POINTS <input type="checkbox"/>
	0 - 8 POINTS <input type="checkbox"/>	

PROGRAM OUTCOME 1:

COLLABORATION

“Collaborate effectively with others.”

Portfolio includes examples of interdisciplinary group work and clearly identifies the individual’s contribution to a collaborative project.

PROGRAM OUTCOME 2:

TECHNOLOGY

“Demonstrate ability to adapt to changing technology.”

Portfolio includes examples of the use of relevant software applications/ materials/ tools to a breadth of work.

PROGRAM OUTCOME 3:

COMMUNICATION

“Demonstrate curiosity and imagination.”

Portfolio demonstrates originality of concept and ability to tailor communication to a particular audience.

Portfolio shows competence with design, craft and unification.

CUT SCORE: 12

MT. HOOD COMMUNITY COLLEGE 2011-12 INTEGRATED MEDIA TECHNICAL SKILLS ASSESSMENT

June 2012

Broadcasting, Graphic Design, Photography and Video Programs

		MEETS	USUALLY MEETS	DOES NOT MEET
<p>PROGRAM OUTCOME 1: COLLABORATION</p> <p><i>“Collaborate effectively with others.”</i></p> <p>Portfolio includes examples of interdisciplinary group work and clearly identifies the individual’s contribution to a collaborative project.</p>	ROLE	Portfolio includes examples of both leadership and support roles in interdisciplinary group projects.	Portfolio includes examples of leadership and/or support roles in interdisciplinary group projects.	Little or no evidence of participation in interdisciplinary group projects is provided to evaluate individual’s contribution.
	QUALITY	Quality of contribution to a group project is evident.	Quality of contribution to a group project is usually good but may be inconsistent or limited in scope.	Quality of contribution difficult to discern because little or no evidence is provided.
<p>PROGRAM OUTCOME 2: TECHNOLOGY</p> <p><i>“Demonstrate ability to adapt to changing technology.”</i></p> <p>Portfolio includes examples of the use of relevant software applications/ materials/ tools to a breadth of work.</p>	SOFTWARE TOOLS TECHNIQUE	Demonstrates competent handling of software, tools and techniques, free of errors.	Demonstrates mostly competent handling of software, tools and techniques. A few errors remain.	Lack of skill with software, tools or technique dominates or interferes with the presentation.
	BREADTH	Portfolio samples demonstrate competent application of technology through a wide range of work.	Portfolio samples demonstrate the competent application of technology to a narrow range of work.	Portfolio samples demonstrate the application of technology to a very limited range of work.
<p>PROGRAM OUTCOME 3: COMMUNICATION</p> <p><i>“Demonstrate curiosity and imagination.”</i></p> <p>Portfolio demonstrates originality of concept and ability to tailor communication to a particular audience.</p> <p>Portfolio shows competence with design, craft and unification.</p>	CONCEPT	Unique messages are communicated to specific audiences and/or contexts.	Messages may lack originality but are usually customized for specific audiences and/or contexts.	Messages lack originality, are inconsistent or inappropriate for audiences and/or contexts.
	DESIGN	Portfolio demonstrates the integration and application of design, craft and unification.	Portfolio usually demonstrates competent application of design, craft and unification.	Portfolio shows little or no evidence of design, craft or unification.

		MEETS: 6-8 POINTS	USUALLY MEETS: 3-5 POINTS	DOES NOT MEET: 0-2 POINTS
PROGRAM OUTCOME 1: COLLABORATION <i>“Collaborate effectively with others.”</i> Portfolio includes examples of interdisciplinary group work and clearly identifies the individual’s contribution to a collaborative project.	ROLE	Portfolio includes examples of both leadership and support roles in interdisciplinary group projects.	Portfolio includes examples of leadership and/or support roles in interdisciplinary group projects.	Little or no evidence of participation in interdisciplinary group projects is provided to evaluate individual’s contribution.
	QUALITY	Quality of contribution to a group project is evident.	Quality of contribution to a group project is usually good but may be inconsistent or limited in scope.	Quality of contribution difficult to discern because little or no evidence is provided.
ROLE 4 points		<input type="checkbox"/> Resumé describes collaborative role(s) and skills		
		<input type="checkbox"/> Portfolio includes an interdisciplinary project		
		<input type="checkbox"/> Portfolio includes a group design project		
		<input type="checkbox"/> Portfolio clearly identifies collaborative role(s) and credits other’s contributions		
QUALITY 4 points		<input type="checkbox"/> Collaborative design project benefits from this designer’s contribution		
		<input type="checkbox"/> Interdisciplinary project benefits from this graphic designer’s contribution		
		<input type="checkbox"/> Designer’s contribution to collaborative project demonstrates quality craftsmanship		
		<input type="checkbox"/> Designer’s contribution to collaborative project is free of errors		

		MEETS: 6-8 POINTS	USUALLY MEETS: 3-5 POINTS	DOES NOT MEET: 0-2 POINTS
PROGRAM OUTCOME 2: TECHNOLOGY <i>“Demonstrate ability to adapt to changing technology.”</i> Portfolio includes examples of the use of relevant software applications/ materials/ tools to a breadth of work.	SOFTWARE TOOLS TECHNIQUE	Demonstrates competent handling of software, tools and techniques, free of errors.	Demonstrates mostly competent handling of software, tools and techniques. A few errors remain.	Lack of skill with software, tools or technique dominates or interferes with the presentation.
	BREADTH	Portfolio samples demonstrate competent application of technology through a wide range of work.	Portfolio samples demonstrate the competent application of technology to a narrow range of work.	Portfolio samples demonstrate the application of technology to a very limited range of work.
SOFTWARE, TOOLS & TECHNIQUES 4 points		<input type="checkbox"/> Projects demonstrate competency with Photoshop		
		<input type="checkbox"/> Projects demonstrate competency with InDesign		
		<input type="checkbox"/> Projects demonstrate competency with Illustrator		
		<input type="checkbox"/> Projects demonstrate competency with Dreamweaver and/or WordPress		
BREADTH 4 points		<input type="checkbox"/> Projects demonstrate competency with print graphic design applications (poster, brochure, stationary system, print collateral)		
		<input type="checkbox"/> Projects demonstrate competency with screen-based graphic design applications (websites, speaker support, tablet apps)		
		<input type="checkbox"/> Projects represent a range of scale, page count, color (small to large, single to many page, black + white and color)		
		<input type="checkbox"/> Portfolio includes a comprehensive graphic campaign applied to a variety of materials in a consistent, planned manner (process book)		

		MEETS: 6-8 POINTS	USUALLY MEETS: 3-5 POINTS	DOES NOT MEET: 0-2 POINTS
PROGRAM OUTCOME 3: COMMUNICATION <i>“Demonstrate curiosity and imagination.”</i> Portfolio demonstrates originality of concept and ability to tailor communication to a particular audience. Portfolio shows competence with design, craft and unification.	CONCEPT	Unique messages are communicated to specific audiences and/or contexts.	Messages may lack originality but are usually customized for specific audiences and/or contexts.	Messages lack originality, are inconsistent or inappropriate for audiences and/or contexts.
	DESIGN	Portfolio demonstrates the integration and application of design, craft and unification	Portfolio usually demonstrates competent application of design, craft and unification.	Portfolio shows little or no evidence of design, craft or unification.
CONCEPT		<input type="checkbox"/> Concepts are customized to appeal to specific target audiences <input type="checkbox"/> Graphic approaches are appropriate to the context of each piece <input type="checkbox"/> Use of typography and graphic devices (such as icons, texture, symbols, color, shape, illustration) are unique and original <input type="checkbox"/> Concept development is clearly documented through a process book		
4 points				
DESIGN		<input type="checkbox"/> Projects demonstrate the ability to make solid design decisions. <input type="checkbox"/> Physical craft of portfolio material supports the concept and communication. <input type="checkbox"/> Overall presentation of portfolio materials (physical samples, resumé, website) is unified and cohesive. <input type="checkbox"/> Design, craft and unity of portfolio materials are integrated, resulting in a positive comprehensive package.		
4 points				