

## Portfolio Rubric-B.F.A. in Art or Communication Design

All portfolios will be evaluated on the following criteria: research, craftsmanship, and articulation. Detailed aspects of each criterion are provided below. Candidates should be rated as either “beginning” “developing” “accomplished” or “exemplary” in each of the three criteria. Comments may be included in SlideRoom, but are not required and will not be tracked. In addition to the G.P.A. requirement, candidates must be rated at least “developing” in all three criteria for admittance to the B.F.A. degree. Candidates rated at “beginning” in any criteria would likely not have any (or very few) indicators of success checked. Candidates rated at “exemplary” would likely have all or nearly all indicators of success checked.

**Candidate name:** \_\_\_\_\_

### Research

\_\_\_\_\_

- \_\_\_ materials/media
- \_\_\_ theories
- \_\_\_ themes
- \_\_\_ concept
- \_\_\_ influences/precedents
- \_\_\_ evidence of intellectual inquiry/curiosity

### Execution

\_\_\_\_\_

- \_\_\_ consistency
- \_\_\_ adept at media
- \_\_\_ material use
- \_\_\_ growth of development
- \_\_\_ technique

### Articulation

\_\_\_\_\_

- \_\_\_ statement of intent
- \_\_\_ demonstrates understanding of how context impacts visual work
- \_\_\_ student is a reflective maker
- \_\_\_ self-determined and potential for professionalism
- \_\_\_ concepts are conveyed using appropriate visual language
- \_\_\_ concepts translated into verbal form

After review, the committee at this time does \_\_\_\_\_ does not \_\_\_\_\_  
recommend this candidate for entrance into the B.F.A. degree.

Definitions of evaluative terms

Faculty on the portfolio review committee should confer with one another and collectively and holistically make an assessment of each criteria using the following evaluative terms.

**Beginning**

*a rudimentary performance that does not meet the entrance requirements or standards for achievement.*

**Developing**

*inconsistent execution of skills and weaknesses indicate a need for improvement, but does not rule out a recommendation for entrance.*

**Accomplished**

*consistent execution of skills expected of an individual entering into his/her studies in the visual arts and design.*

**Exemplary**

*advanced or exemplary execution of skills expected of an individual entering into his/her studies in the visual arts and design.*