ARTC 2000 Fall 2022 Admission Portfolio Evaluation Form

Student Name: Student ID#:

Total Score: ___/45   CR: _____   F: _____

Note: Score of 27 out of 45 (60%) or above is required to pass the review

1. **PROCESS:**

    In-depth and relevant research (1–5):

    Poor   below average   average   above average   superior

    Research clearly informs creative outcome:

    Poor   below average   average   above average   superior

    Originality of ideation process (1–5):

    Poor   below average   average   above average   superior

    Comments:

    _____

2. **CONCEPTUAL ABILITIES:**

    Portfolio demonstrates creativity and originality(1–5):

    Poor   below average   average   above average   superior

    Work demonstrates appropriate solutions to design problems(1–5):

    Poor   below average   average   above average   superior

    Comments:

    _____

3. **TECHNICAL ABILITIES:**

    Physical and digital craft of artwork(1–5):

    Poor   below average   average   above average   superior

    Portfolio presentation(1–5):

    Poor   below average   average   above average   superior

    Comments:

    _____

3. **DESIGN MECHANICS**

    Utilizes basic design principles(1–5):

    Poor   below average   average   above average   superior

    Clear visual hierarchy(1–5):

    Poor   below average   average   above average   superior

    Basic understanding of typography as an element(1–5):

    Poor   below average   average   above average   superior

    Comments:

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