Evaluation Criteria Checklist
AIGA-DL

Evaluation Criteria	Maximum Points Awarded	Examples
Ability to define problem/purpose/goals ● Clearly presented problem/purpose/goals ● Demonstrated critical thinking skills ● Demonstrated leadership skills ● Demonstrated strategic thinking skills	4	● Share the project brief ● Explain your creative choices ● Describe the impact of this project ● Explain your strategy
Ability to justify Creative Choices ● Explained main creative choices made ● Articulated choices with user/customer/ business needs ● Explained how tested/ validated choices made ● Demonstrated creative problem solving skills ● Demonstrated leadership skills ● Demonstrated risk taking in the design choices	6	● Explain your creative choices ● Explain your research ● Explain your strategy ● Describe the impact of this project ● Explain the challenges encountered and how you overcame them
Ability to explain Design Process ● Explained process used (standardized; adaptation) ● Demonstrated curiosity ● Designed for accessibility ● Demonstrated leadership skills ● Showed initiative/risk taking	5	● Explain your design process ● Explain your creative choices ● Explain your strategy ● Describe the impact of this project ● Explain the challenges encountered and how you overcame them
Ability to explain Research Insights ● Shared insight gained while conducting research ● Explained methods used in the research ● Explained application of insight ● Demonstrated leadership skills ● Demonstrated strategic thinking skills ● Showed ability to assess and analyze information	6	● Explain your research ● Explain your strategy ● Describe the impact of this project
Ability to communicate the value of Design ● Articulated value brought to client or employer ● Articulated impact brought to society more broadly ● Demonstrated strategic thinking around outcomes	3	● Describe the impact of this project ● Explain your strategy ● Explain the challenges encountered and how you overcame them

Ability to advocate for the team ● Explained individual role and team roles ● Demonstrated collaboration skills	2	● Identify the project team ● Identify your role in the project ● Explain the challenges encountered and how you overcame them
Ability to advocate for the discipline ● Raised the profile of Design within organization/ client ● Highlighted the value of the Design profession	2	[as evidenced in cover letter]
Demonstrated professionalism ● Demonstrated professionalism with quality of design work ● Showed effective communication (oral/written) skills [poor communication or organization (i.e., multiple/repetitive errors such as typos; spelling; careless communication or organization of work; inarticulate or can't explain the work). Also late arrival for portfolio assessment session without a reasonable explanation or have taken more than 10% longer than time allotted for presentation during portfolio assessment session]	4 (2 each)	● As evidenced in portfolio samples ● As evidenced in case study
MAX POINTS	32	
PASSING POINTS	22	Equivalent of about 70%+