Evaluation Criteria Checklist
AIGA-PD

Evaluation Criteria	Maximum Points Awarded	Examples
Ability to define problem/purpose/goals ● Clearly presented problem/purpose/goals ● Demonstrated critical thinking skills	2	● Share project brief ● Explain creative choices
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	4	● Explain your creative choices ● Explain your research
Ability to explain Design Process ● Explained process used (standardized; adaptation) ● Demonstrated curiosity ● Designed for accessibility	3	● Explain your design process ● Explain your creative choices
Ability to explain Research Insights ● Shared insight gained while conducting research ● Explained methods used in the research ● Explained application of insight	3	● Explain your research
Ability to advocate for the team ● Explained individual role and team roles	1	● Identify project team ● Identify your role in the project
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	17	
PASSING POINTS	11	Equivalent of about 70%+