

Graphic Design Portfolio Rubric



Weight	4 - Excellent	3 - Proficient	2 - Developing	1 - Limited
Personal Statement				
10	Clear, thoughtful, and well-written; strongly explains interest in graphic design program and CNA; shows motivation, self-awareness, and career curiosity.	Clear explanation of interest in design and the program; writing is organized with minor weaknesses.	Basic explanation provided, ideas are general, repetitive, or underdeveloped.	Very weak, unclear, incomplete, or off topic.
Project: Concept and Message				
20	Strong central idea; communicates a clear positive message about the program; concept is engaging, relevant, and purposeful.	Clear idea and message; generally relevant to the program and audience.	Message is somewhat unclear, generic, or only partly connected to the brief.	Message is confusing, weak, or does not address the brief.
Project: Design Fundamentals				
20	Demonstrates strong visual organization, hierarchy, composition, colour use, typography or symbol use, and overall communication is effective.	Demonstrates solid basic design decisions with some effective visual structure.	Shows partial understanding of design fundamentals, inconsistent organization or readability.	Limited evidence of design awareness; poor organization, weak readability, or ineffective visuals.
Project: Creativity and Originality				
10	Shows a distinctive voice, inventive thinking, and clear personal decision-making.	Shows some originality and personal engagement.	Relies on familiar or predictable ideas with limited development.	Little evidence of original thinking or personal contribution.
Project: Brief Compliance				
10	Fully follows the chosen brief, including required content, size/colour limits, and program-specific details.	Follows most brief requirements with minor omissions or inaccuracies.	Meets some requirements, but several elements are missing or misunderstood.	Does not adequately follow the brief.
Personal Portfolio Pieces: Range and Evidence of Potential				
15	Five or more pieces show strong effort, curiosity, and	Five or more pieces show reasonable skill and	Minimum pieces included. The range,	Too few pieces, weak effort, or little

	clear potential for growth; work may include multiple media or approaches.	potential; some variety or experimentation is evident.	effort, or potential is inconsistent.	evidence of readiness.
Personal Portfolio Pieces: Craftsmanship and Development				
10	Work is carefully made, visually clear, and presented with strong attention to detail; development and improvement are evident.	Work is generally well presented with acceptable control and care.	Presentation or execution is uneven; some pieces appear rushed or unresolved.	Work is poorly presented, unclear, or incomplete.
Submission Quality and Professionalism				
5	Submission is complete, organized, easy to review, correctly formatted, clearly labeled, and all links/files work properly.	Submission is complete with minor organizational or formatting issues.	Submission is reviewable, but labeling, formatting, or file quality creates difficulty.	Submission is incomplete, disorganized, inaccessible, or not in the required format.