

Graphic Design Portfolio: Behance Portfolio—(Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.

Craig Kunce

Overview: Create your own online graduate portfolio on Behance.net with 10–15 examples of your best work. Design each page following the example layouts provided in class. Each page should have a title, a short description, and images. Design each page with a somewhat similar layout, so they all go together (see below for examples). On 2–3 projects, show some sketches or developmental work. Create mock-ups of your work to show it in the real world. Create cover images for each projects in Photoshop and save them for the web and devices as a PNG. Create profile pictures and banner images. Participate in critiques and present your portfolio to the class.

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project:

Message (3–5 words):

Where and how will it be used?

Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/		Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. Presentations & Critiques —Professionally and influentially present your work					
• Presentation and Critique 1 - (Three final pages, fully designed, for your Behance site)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Presentation and Critique 2 - (Three final pages, fully designed, for your Behance site)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Followed Instructions —Appropriate software & equip, specs, size, color mode, resolution, brand guidelines					
Production quality —is accurate, neat, clean, organized, and professional		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content —You included enough design elements to deliver your message		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Ten Final Pages in your Behance Site					
Each element listed below should harmonize with the others		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design Style (Fits all other design elements listed here)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography (Is also legible)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color (Is also harmonious)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos / art / video		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout / flow / timing / transitions / motion		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeatable design elements / brand assets		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Ethics & Copyright					
You used copyright-free layouts, designs, fonts, photos, art, videos, and sound		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Final Project Presentation —Professionally and influentially present your work					
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Critique feedback from instructor and other students. How you can improve:

Reflection Questions

What are the three most important things you learned from this project?

- 1.
- 2.
- 3.

What three areas still need improvement?

- 1.
- 2.
- 3.

What three aspects of this project are you most proud of?

- 1.
- 2.
- 3.