

Certification Portfolio Evaluation Form

1. Context (25%)

Candidates should frame the project by explaining the client's context, their objectives and preferred outcomes. An ideal presentation demonstrates a clear understanding of target audiences and identifies any restrictions or special considerations directly related to the final design products.

- A. **Clarity:** Does the candidate understand the purpose of the project, and have they clearly defined the project objectives?
- B. **Knowledgeability:** Does the candidate demonstrate a depth of knowledge about the client, their audience, and the challenge being addressed?
- C. **Proficiency:** Does the candidate present observations and details about the client and audience in an appropriate and professional manner?

2. Method (25%)

Candidates should identify the steps they take in their design process (either from the perspective of practitioner or manager). An ideal presentation will show how the projects start to take shape through concept development, production planning and strategies created for unforeseen circumstances.

- A. **Appropriateness:** Does the strategy connect with the project challenge, and does it fit well with the client and their target audience?
- B. **Originality:** Is the design approach tailored to address specific client and/or audience needs?
- C. **Proficiency:** Does the concept development demonstrate professional design skill or expertise?

3. Solution (25%)

Candidates should offer solutions to design challenge that are well-executed. (In the case of design managers, describe how your design management strategies helped ensure an effective solution that achieved goals and objectives.) An ideal presentation will demonstrate a knowledge of design principles that are connected to specific parts of the design challenges.

- A. **Compatibility:** Does the work display design elements that connect appropriately to its intended audience?
- B. **Originality:** Is the visual solution clearly linked to the project challenge and developed through the design strategy?
- C. **Proficiency:** Does the candidate competently demonstrate and communicate appropriate design principles?

4. Results (25%)

Candidates should show how their design solutions were received by their client and audiences after release. An ideal presentation will show how their solutions engaged or served their audiences as intended. It will also explain how the final design solutions addressed unexpected challenges. Quantitative or qualitative information should be presented to show project success.

- A. **Quantitative and/or Qualitative Evidence:** Does the candidate share audience data or client testimonials that indicate a positive project outcome?
- B. **Relevance:** Does the project result connect with the initial project goals that were established with the client?
- C. **Proficiency:** Did the candidate competently deliver and communicate an appropriate design solution?