

**Master's Professional Portfolio Prototype and Showcase Rubric**  
**Last Updated September 10, 2012**  
**Total Points: 200**

	<b>Exemplary</b>	<b>Acceptable</b>	<b>Unacceptable</b>
<b>Clarity &amp; Style</b>	<b>20</b> The web portfolio contains no errors in English grammar. Transitions between ideas are clear. Organization of writing is specified and followed. APA style is accurately followed.	<b>15</b> The web portfolio contains minor grammatical error. There are some instances where transitions are missing. There are some areas where the organization of ideas is not clear. There are minor APA errors	<b>0</b> The web portfolio is unclear and unacceptable and does not follow APA style.
<b>Sound Visual Design</b>	<b>30</b> The web portfolio is presented in a professional manner following sound visual design principles that convey information about the author in a meaningful manner.	<b>25</b> The web portfolio is presented in a professional manner following sound visual design principles.	<b>0</b> The web portfolio does not follow sound visual design principles.
<b>Usability</b>	<b>30</b> The user is able to interact with the web portfolio with ease because there are no broken links and there is a sound navigation structure.	<b>25</b> The user is able to interact with the web portfolio with ease because there are no broken links.	<b>0</b> It is difficult for the user to interact with the web portfolio.
<b>Resume</b>	<b>20</b> Current and accurate goals, educational history, work experiences, permanent address, and email information are included in the resume.	<b>15</b> Goals, educational history, work experiences, and permanent address, email information.	<b>0</b> Several required areas such as goals, educational history, work experiences, permanent address, and email information are not included in the resume.

<b>Portfolio Reflection</b>	<b>30</b> Provides a thorough personal reflection with relevant examples on what s/he learned about him/herself as a professional by developing a portfolio, what usability issues s/he modified after testing, and in general what went well or did not go well.	<b>25</b> Provides a personal reflection on what s/he learned about him/herself as a professional by developing a portfolio, what usability issues s/he modified after testing, and in general what went well or did not go well.	<b>0</b> Does not provide reflections on what s/he learned about him/herself as a professional by developing a portfolio, what usability issues s/he modified after testing, and in general what went well or did not go well.
<b>Program of Study</b>	<b>20</b> <b>Yes, included</b>	<b>0</b> <b>No, not included</b>	
<b>Professional Statement</b>	<b>10</b> <b>Yes, included</b>	<b>0</b> <b>No, not included</b>	
<b>Complete one section of Portfolio with one artifact</b>	<b>10</b> <b>Yes, included</b>	<b>0</b> <b>No, not included</b>	
<b>Showcase Prototype to others in class</b>	<b>30</b> <b>Yes, complete</b>	<b>0</b> <b>No, not completed</b>	

\*Please note the points associated to each of the three descriptions of criteria are not absolute. You may be assigned to a specific category, but earn a different point value that is between two categories. However, for criteria that are described as Yes/No you will either earn 20 points or 0 point.