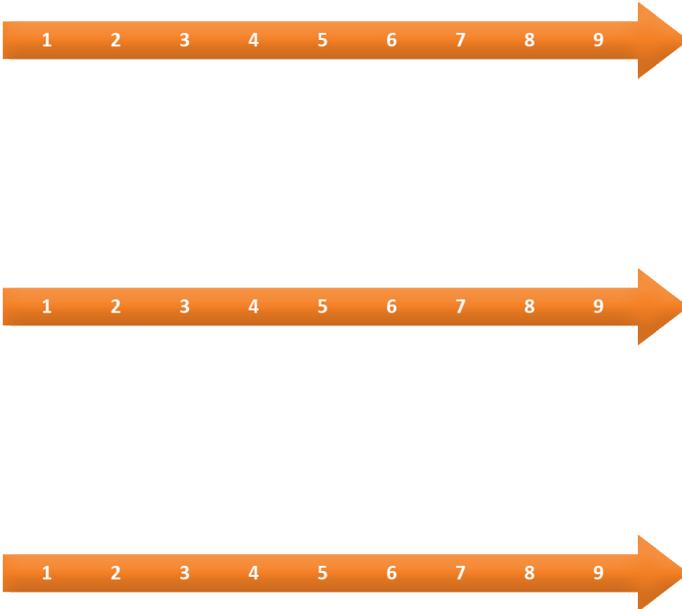
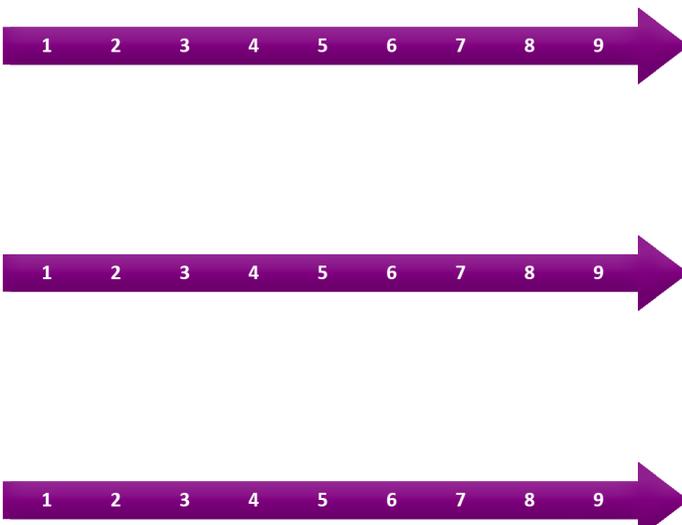


EFFECTIVE COMMUNICATION	These skills are rarely present and when attempted they are of poor quality.	The presence of these skills is variable and when present the quality of these skills is inconsistent.	These skills are consistently present and demonstrate mastery through high quality work.
	NOVICE	DEVELOPING	PROFESSIONAL
<p>The ePortfolio demonstrates strong and consistent communication skills</p> <p>Message:</p> <ul style="list-style-type: none"> The central message of the ePortfolio is consistently clear Artifacts have been carefully selected to support a central message and consistently function as evidence that supports the claims made in the ePortfolio <p>Audience and purpose:</p> <ul style="list-style-type: none"> The number and kinds of artifacts are well selected and demonstrate careful attention to audience and disciplinary expectations <p>Revision and editing:</p> <p>All components of the ePortfolio show consistent attention to conventions and proofreading:</p> <ul style="list-style-type: none"> Artifacts have been revised to demonstrate mastery Where unrevised artifacts are included, they have been purposefully selected to exhibit growth and their presence is explained 			
			
			
	<p>Score or level for this student outcome:</p>		

TECHNICAL COMPETENCY	These skills are rarely present and when attempted they are of poor quality.	The presence of these skills is variable and when present the quality of these skills is inconsistent.	These skills are consistently present and demonstrate mastery through high quality work.
	NOVICE	DEVELOPING	PROFESSIONAL
<p>The author uses technical features to enrich the delivery of the message</p> <p>Navigation and user experience:</p> <p>Navigation is thoughtful and intuitive, adds to user experience, and demonstrates the ability to think about the user's needs:</p> <ul style="list-style-type: none"> Navigation guides the user within the ePortfolio, connecting artifacts and experiences across pages or relevant details Components of the ePortfolio are clearly labeled and easily used Information like resumes and contact information is easily located <p>Intentional use of technology:</p> <p>Technical features of the site:</p> <ul style="list-style-type: none"> Effectively reinforce the central message Convey a consistent professional identity to the intended audience Demonstrate a thoughtful application of technical features (slide shows, scroll bars, hyperlinks, animation, etc.) <p>Attention to technical details:</p> <p>Attention has been given to ensure that technical features work as intended and support the professional identity. Possible examples include:</p> <ul style="list-style-type: none"> Photos and graphics are of high quality with attention paid to size, resolution, and color Artifacts that utilize video or sound are well edited and of good quality Care has been taken to ensure the entire site works in different browsers and devices Links are active and well labeled and artifacts are easily accessed Strategies for making the ePortfolio accessible to different users have been utilized effectively <p>Ethical literacy:</p> <p>There is clear consideration of intellectual property and fair use:</p> <ul style="list-style-type: none"> When another's work is used, credit is given with correct formatting There is reference to personal authorship and ownership of materials There is consistent and appropriate use of others' likeness, work, and/or images <p>The content of the ePortfolio itself reflects an awareness of the public nature of the internet:</p> <ul style="list-style-type: none"> Careful consideration of privacy issues is evident Anonymous individuals are not treated as objects in service of the author's message 			
			
			
			
	<p>Score or level for this student outcome:</p>		

VISUAL LITERACY	These skills are rarely present and when attempted they are of poor quality.	The presence of these skills is variable and when present the quality of these skills is inconsistent.	These skills are consistently present and demonstrate mastery through high quality work.
<p>The ePortfolio uses visual elements to enhance the effectiveness of the site</p> <p>Message in visual elements: The author has utilized visual features to further develop elements of the ePortfolio and enhance the overall impact. Possible examples include:</p> <ul style="list-style-type: none"> To enhance text descriptions of experiences To convey a message not immediately evident As a new way to represent meaning or insight To integrate experiences, explanations, and demonstrate connections To connect an overall message to individual artifacts <p>Intentional use of visual elements: The author demonstrates the ability to evaluate effectiveness both within visual elements and across the site itself, demonstrating:</p> <ul style="list-style-type: none"> Consideration of how the audience will interpret the elements themselves Consistent formatting from page to page Layout uses white space, alignment, and placement to appropriately organize content Headings, subheadings, and paragraphs contribute to easy identification of elements and readability Background and text color are aesthetically pleasing, consistent across the site, and contribute to easy scanning Images and icons explain the relationships between these visual elements and the artifacts they accompany <p>Difference from social media: The visual elements demonstrate:</p> <ul style="list-style-type: none"> An overall professional identity reflecting careful consideration of purpose and audience that differentiates the ePortfolio from a social media site A consistent understanding of how visual elements contribute to the audience's interpretation of the author's professional identity 	NOVICE	DEVELOPING	PROFESSIONAL
			
	Score or level for this student outcome:		

CRITICAL THINKING THROUGH REFLECTION	These skills are rarely present and when attempted they are of poor quality.	The presence of these skills is variable and when present the quality of these skills is inconsistent.	These skills are consistently present and demonstrate mastery through high quality work.
<p>The ePortfolio demonstrates critical thinking through reflection across a variety of elements</p> <p>Selection of artifacts: The selected artifacts in the ePortfolio demonstrate the result of an evaluative process because they:</p> <ul style="list-style-type: none"> Represent various experiences both in and out of class in a coherent way Analyze the selected artifacts to demonstrate an intended meaning Demonstrate the ability to examine how the artifacts contribute to the overall message of the ePortfolio Successfully demonstrate the ability to curate a collection of artifacts that creates a clear sense of identity, purpose, and audience <p>Arrangement: The organization of the ePortfolio:</p> <ul style="list-style-type: none"> Demonstrates careful arrangement of artifacts to draw meaningful connections across experiences Represents an analytic process to determine placement of experiences based on significance and the order is consistent and effective <p>Reflective writing: The writing throughout the ePortfolio:</p> <ul style="list-style-type: none"> Reinforces the central message of the ePortfolio Justifies the presence of artifacts by explaining why they are included Explains the relationship between experiences and their visual representations Critically examines experiences, perceptions, interpretations, and identity Demonstrates a professional identity that simultaneously integrates past experiences and projects into the future 	NOVICE	DEVELOPING	PROFESSIONAL
			
	Score or level for this student outcome:		