### Effective Communication

The ePortfolio demonstrates strong and consistent communication skills

**Message:**
- 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

**Audience and purpose:**
- The number and kinds of artifacts are well selected and demonstrate careful attention to audience and disciplinary expectations

**Revision and editing:**
All components of the ePortfolio show consistent attention to conventions and proofreading:
- 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

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<th>Score or level for this student outcome:</th>
<th>NOVICE</th>
<th>DEVELOPING</th>
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### Technical Competency

The author uses technical features to enrich the delivery of the message

**Navigation and user experience:**
Navigation is thoughtful and intuitive, adds to user experience, and demonstrates the ability to think about the user’s needs:
- 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

**Intentional use of technology:**
Technical features of the site:
- 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.)

**Attention to technical details:**
Attention has been given to ensure that technical features work as intended and support the professional identity. Possible examples include:
- 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

**Ethical literacy:**
There is clear consideration of intellectual property and fair use:
- 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

The content of the ePortfolio itself reflects an awareness of the public nature of the internet:
- Careful consideration of privacy issues is evident
- Anonymous individuals are not treated as objects in service of the author’s message

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### VISUAL LITERACY

The ePortfolio uses visual elements to enhance the effectiveness of the site.

**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:
- 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

**Intentional use of visual elements:**
The author demonstrates the ability to evaluate effectiveness both within visual elements and across the site itself, demonstrating:
- 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

**Difference from social media:**
The visual elements demonstrate:
- 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

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### CRITICAL THINKING THROUGH REFLECTION

The ePortfolio demonstrates critical thinking through reflection across a variety of elements.

**Selection of artifacts:**
The selected artifacts in the ePortfolio demonstrate the result of an evaluative process because they:
- 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

**Arrangement:**
The organization of the ePortfolio:
- 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

**Reflective writing:**
The writing throughout the ePortfolio:
- 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

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**Score or level for this student outcome:**

- **Novice:** These skills are rarely present and when attempted they are of poor quality.
- **Developing:** The presence of these skills is variable and when present the quality of these skills is inconsistent.
- **Professional:** These skills are consistently present and demonstrate mastery through high quality work.

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Revised by Ashlee Duffy on 7/23/2015