MS Information Experience Design | Portfolio Assessment Rubric

Learning Outcome	Exemplary	Competent	Needs Work
Research Apply appropriate research methods to identify meaningful insights about people's needs, behaviors, and experiences.	Conducts research that is goal-oriented and user-focused. Research methods are used expertly. Includes a diverse range of participants that represent the full scope of the relevant product's target audience. Identifies meaningful and practical design insights or recommendations.	Conducts research that is user-focused. Research methods are used correctly. Includes participants that represent key segments of the relevant product's target audience. Identifies relevant design insights or recommendations.	Does not conduct user-focused research. Research methods are not used correctly. Includes participants who are not representative of the relevant product's target audience. Identifies insights or recommendations that are irrelevant, redundant, or impractical.
Communication Compose compelling narratives and convey information to diverse stakeholders using appropriate communication styles (visual, written, and/or oral).	Communication goals and intended audience are clear and explicit. Written prose is crisp and well-suited for the audience. Narratives are engaging and well structured. Expertly integrates different communication styles. Work is impeccably edited. Demonstrates creativity and originality in content and execution.	Communication goals are apparent and the intended audience is clear. Written prose is clear and appropriate for the audience. Narratives are logically structured. Effectively blends different communication styles. Work is well edited. Shows some creativity and originality in content or execution.	Communication goals and audience are not discernible. Written prose is unclear or poorly suited for the audience. Narratives are difficult to follow or missing. Ineffectively blends different communication styles. Work is not well edited. Minimal evidence of creativity or originality in content or execution.
Tools Choose and effectively employ industry standard software associated with all phases of the user-centered design process.	Effectively uses digital tools associated with every phase of the user-centered design process, including: data collection and analysis, sketching and ideation, prototyping, evaluation, and documentation/ reporting. Shows competence with at least one industry-standard prototyping tool.	Effectively uses digital tools associated with most phases of the user-centered design process, including: data collection and analysis, sketching and ideation, prototyping, evaluation, and documentation/ reporting.	Does not use digital tools associated with different phases of the user-centered design process, such as data collection and analysis, sketching and ideation, prototyping, evaluation, and documentation/ reporting.
Experience Design Create quality digital interfaces through an iterative and purposeful user-centered process that incorporates relevant technical, social, and cultural factors.	Demonstrates proficiency in using an iterative, user-centered design process. Effectively follows all platform-specific interface guidelines, patterns, and standards. Skillfully applies principles of understandability and discoverability. Consistently designs interfaces that are technically feasible, socially desirable, and culturally appropriate.	Effectively applies an iterative, user-centered design process. Follows most platform-specific guidelines and standards. Applies principles of understandability and discoverability. Makes an effort to design interfaces that are technically feasible, socially desirable, and culturally appropriate.	Applies a design process that is not iterative or user-centered. Does not adhere to some platform-specific guidelines and standards. Does not apply principles of understandability or discoverability. Designs interfaces that may not be technically feasible, socially desirable, or culturally appropriate.
Ethical Practice Construct a strong professional identity that reflects a commitment to the ethical application of design and research and critically considers their impact on individuals, communities, or ecosystems.	Establishes a strong and unique professional identity. Demonstrates a deep understanding of the ethical challenges and social issues relevant to their work, including both positive and negative consequences. Consistently makes decisions with consideration of their impact on individuals, communities, and ecosystems. Shows ability to become a leader in the field.	Establishes a strong professional identity. Demonstrates an awareness of the ethical challenges and social issues that impact their work. Makes decisions with consideration of their impact on individuals, communities, or ecosystems. Demonstrates readiness to enter the profession.	Presents a professional identity that is weak, inappropriate, or inconsistent. Shows little awareness of the ethical challenges and social issues that impact their work. Makes decisions with little or no consideration of their impact on individuals, communities, or ecosystems. Does not demonstrate readiness to enter the profession.