

This is a sample of the rubric used to evaluate your LSU Distinguished Communicator final materials. Use this as a guide to assess the quality of your work during the creation process.

Rate the quality of this student's PUBLIC PORTFOLIO WEBSITE compared to other undergraduates in this area of study. Distinguished Communicators ideally possess outstanding skills in all fields, but may have better than average skills in a few areas.					
	Insufficient evidence	Below expectations	Indicative of the average student	Better than the average student	Outstanding; Indicative of an LSU Distinguished Communicator
Homepage/Landing Page: Visuals, graphic elements, navigation appearance and text work together to quickly communicate the candidate's purpose, and orients users to the portfolio.					
Navigation & Site Construction: The portfolio reflects consistent page design, includes appropriate hyperlinks and enables users to find important elements, navigate the site, find key materials without excessive clicking, etc.					
Content Selection and Text: The portfolio contains information, documentation, hyperlinks, and/or artifacts of disciplinary knowledge and communication skills that are appropriate for the intended audience. Text explains the relevance of the content and logically guides the reader through the portfolio, applying strong writing skills free from error.					
Experiential Learning Connections to Experience: The candidate's Public Portfolio meaningfully synthesizes connections among experiences outside of the formal classroom (e.g. internships, travel abroad, co-ops, research, etc.) and articulates how these experiences inform and reflect their professional narrative and potential.					
Leadership: The Public Portfolio effectively communicates the candidate's leadership skills and accomplishments; specifically how the candidate not only incorporates their communication skills into leadership, but how the candidate embodies leadership characteristics that are highly valued by the candidate's audience (for example: servant leadership, problem solving, social/ethical leadership, team dynamics, etc.)					

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Written Evidence: The candidate's WRITTEN evidence in their Public Portfolio (samples within and/or the portfolio itself) exemplifies high-quality techniques and abilities for this field.					
Spoken Evidence: The candidate's SPOKEN evidence in their Public Portfolio exemplifies high-quality techniques and abilities for this field.					
Visual Evidence: The candidate's VISUAL evidence in their Public Portfolio (samples within and/or the portfolio itself) exemplifies high-quality techniques and abilities for this field.					
Technological Evidence: The candidate's TECHNOLOGICAL evidence in their Public Portfolio (samples within and/or the portfolio itself) exemplifies high-quality techniques and abilities for this field.					
Graphic Elements: The portfolio repeats design elements for unity, connects visual content to text and purpose of portfolio, uses space and placement of graphic elements effectively, etc.					
Design Contrasts: The portfolio reflects appropriate usage of color, fonts, and sizes.					
Citation & Credits: The portfolio includes proper citation of texts, permissions for graphics/images, appropriate hyperlinks, and notes about collaborated projects are clear.					

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<p>Overall Communication Skills: This portfolio reflects choices in content, format, organization, language and visual representation that enhance the meaning and value of this candidate's experience. Each aspect of the portfolio makes clear the interdependence of language, meaning, thought and expression that contribute to the candidate's narrative.</p>					

Recommendation: An LSU Distinguished Communicator is a student who exhibits strong overall communication skills relevant to their field of study. Based on what you observe in this portfolio, would you recommend this student be designated as an LSU Distinguished Communicator?

If you select NO, please be sure to complete the feedback section below.

Note: When a Distinguished Communicator portfolio fails the final review, the candidate will still be eligible to earn the LSU Communicator Certificate.

YES

NO

Please share any comments regarding the overall assessment of this student and your thoughts on their competency as a highly-skilled communicator as compared to other LSU undergraduates in this area of study.