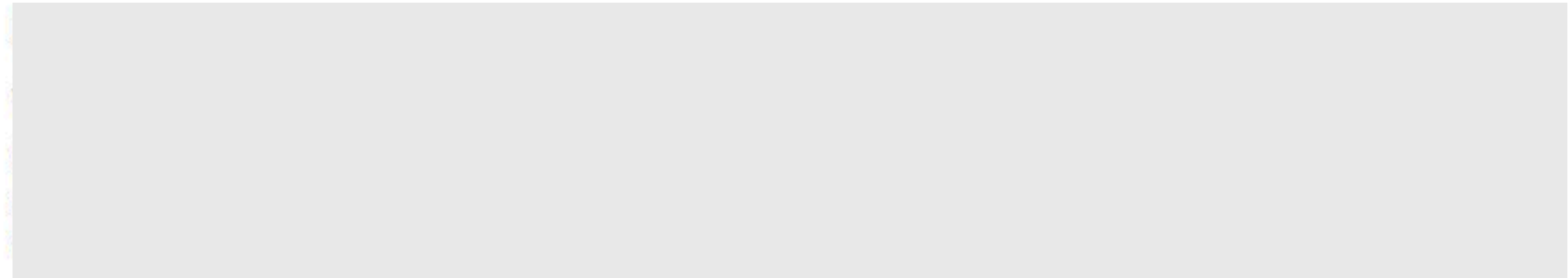


**PLAR REPORT FOR:** Kejia Zhao **Student Number:** [REDACTED]

**Assessor:** Colleen Foucault

**Date Report Submitted:** September 1, 2023

**Degree:** Bachelor of Design



### **Assessment Summary:**

After a thorough review of Kejia's portfolio, and supporting documentation, I am pleased to advise that Kejia has demonstrated exceptional competence and advanced abilities in the field of visual communication and design. Kejia's portfolio exemplifies a remarkable level of proficiency, creativity, professionalism, and dedication, attesting to their commitment to the discipline.

Key observations from the evaluation of Kejia's prior learning and achievements include:

- 1. Outstanding Visual Communication Skills:**  
Kejia's portfolio showcases a diverse range of projects that exhibit a high level of visual communication skills. Their use of design elements such as layout, typography, color theory, and imagery demonstrate a keen understanding of effective visual communication strategies.  
  
Each of the portfolio examples illustrates a thorough understanding of design process, and her research and design briefs are developed to an exceptional level. Kejia's work demonstrates an excellent knowledge of the software used in industry by designers.
- 2. Conceptual Thinking and Innovation:**  
The projects in Kejia's portfolio reveal a strong aptitude for conceptual thinking and innovative problem-solving. Their ability to translate abstract ideas into visually compelling designs indicates a capacity for originality and creativity, essential attributes in the field of Communication Design.



3. **Technical Proficiency:**  
Kejia has demonstrated an advanced command of design software and tools commonly used in the field. Their precise execution of digital designs, attention to detail, and mastery of relevant software further emphasize their readiness to engage in advanced design coursework.
4. **Adaptability and Range:**  
The breadth of Kejia's portfolio demonstrates an impressive adaptability to various design styles and mediums. From print media to digital platforms, Kejia's ability to navigate and excel in different contexts underscores their versatility as a designer.
5. **Based on the strengths observed in Kejia's portfolio, it is my professional opinion that they have fulfilled a significant portion of the learning outcomes and competencies expected within our OL Bachelor of Design program. Therefore, I recommend the following:**

Additionally, I would like to draw attention to the glowing references provided in support of Kejia's application. These references underscore her excellent abilities to design at a professional caliber and collaborate effectively within team settings. Colleagues and mentors highlighted her proactive approach, strong work ethic, and capacity to lead and contribute meaningfully to group projects. Her adeptness at working alongside peers and superiors alike is indicative of the interpersonal skills required in the field of Communication Design, where collaboration and teamwork are integral. Given her track record, awards, and the comprehensive nature of her application, I believe that her written communication skills are well-founded and sufficiently adept for success within our program.

As part of the comprehensive assessment, it is important to acknowledge that Kejia's portfolio also sheds light on areas where there is potential for growth. In particular, her work in video production demonstrates promise while also highlighting areas that warrant further development. Notably, refining aspects such as timing and contrast in her video projects could significantly enhance the overall impact of her visual storytelling. I encourage Kejia to continue honing her skills in these aspects, as a well-rounded proficiency in video production will undoubtedly contribute to her effectiveness as a Communication Design professional. This commitment to continuous improvement aligns well with the ethos of our program, where students are encouraged to embrace challenges and evolve as practitioners. It is also worth mentioning to Kejia that her portfolio does contain a couple of grammatical errors that should be corrected before presenting a portfolio.

Prior Learning Assessment and Recognition (PLAR): Kejia's portfolio demonstrates a level of proficiency and achievement that aligns with the learning outcomes of many courses within our program. I recommend granting credits for these courses through the PLAR process.

Kejia's accomplishments and potential contributions to Communication Design are exceptional. Their portfolio speaks volumes about their dedication to the field and their readiness to excel in advanced coursework.

**Award:**

In recognition of the learning derived from work and life experiences inventoried in the portfolio and supporting materials, the following is awarded:

- 3 Upper Level Studio Credits (applied as "APST" Credits)

I thank you for the opportunity to review your portfolio and wish you success with your future endeavors.