Name of student: ___________________________________ Student ID ____________

Professional materials (checklist):

- Cover letter
- Resume
- References
- Writing Samples (minimum 4, copy written for electronic media)
- Writing Sample (written for courses other than electronic media)
- A demo reel posted on YouTube

Using the above items, a five-point scale is used to evaluate each student's mastery of the following:

- Writing is clear, organized and accurate. It adheres to rules pertaining to proper grammar, spelling and punctuation.
- Writing is appropriate for the intended audience and conforms to the writing styles normally used by the electronic media professions.
- **Writing shows ability to conduct basic research (i.e., information is derived from sources, including interviews).**
- Audio and video recordings meet professional standards (i.e., clarity, focus, composition, lighting, etc.)
- A mastery of professional-level editing techniques is demonstrated. Audio and video components are mixed appropriately showing an ability to convey messages using electronic media.
- Submitted documents and demo reel are appropriate and suitable for seeking employment in the electronic media professions.
- Student shows evidence of using one or more electronic media platforms to share the messages they have created.

Overall assessment (100-point scale)

<table>
<thead>
<tr>
<th>Item</th>
<th>Score</th>
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<tbody>
<tr>
<td>Demo reel</td>
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<tr>
<td>Documentation in written portfolio</td>
<td>_____</td>
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Faculty signature_________________________________________ Date____________