

SENIOR ASSESSMENT PORTFOLIO CHECKLIST-ELECTRONIC MEDIA

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) of

- Demo reel _____
- Documentation in written portfolio _____

Faculty signature _____ Date _____