

Senior Portfolio Assessment Checklist

Digital Media Innovation and Mass Communication

Student Name: _____ Date: _____

Student 8-Digit ID Number: _____

Graduation Semester: _____ Year: _____ Email: _____

Purpose of the portfolio: Graduation and GPA are not affected by this portfolio assessment. Faculty members use the portfolio to understand how well students have learned skills and can apply what they have learned. The goal of the portfolio assessment is to improve the digital media innovation curriculum and student learning process. Professionally, a strong online portfolio also helps a student demonstrate mastery of particular skills.

Digital Media Innovation portfolio materials will be organized on a website. The website can be a self-designed site or a site designed using a web framework (Bootstrap) or content management system (a self-hosted Wordpress installation). The site should be on the student's own domain.

Web address of portfolio: _____

Requirements

- Resume – page and link to pdf
- Concise biography statement on Home or About page
- Email address prominent on site
- Links or widgets to appropriate social media accounts

Portfolio Elements

- Visuals: design, graphics and photos – website will include appropriate layout and original graphics and photography (MC4315 Web Design and Publishing)
- Multimedia Reporting Project (MC4315 Web Design and Publishing)
- Presentations - can be uploaded to an appropriate platform and embedded on portfolio.
 - Social media strategy presentation (MC4326 Adv Social Media and Analytics)
 - Innovation proposal and prototype presentation (MC4328 Digital Media Innovation Capstone)

Other Elements

- Blog project (MC4381)
- Additional coding projects and applications (MC4315, MC 4325, MC4327)
- Additional design projects (MC3390)
- Additional writing samples (MC1313 and MC electives)
- Additional multimedia projects (MC4324, MC 4323, MC4336B) – videos should be uploaded to an appropriate platform and embedded on site.
- Internship/practicum work MC2111 or MC4130
- Other digital work – MC1100 courses

Evaluation – each item evaluated on a scale of 1-5 (1- very poor, 5 - outstanding)

Content is organized, accurate and well written (grammar, spelling, punctuation), appropriate for intended audience

Information is presented logically and adequately

Multimedia is designed and edited appropriately

Graphic design principles are adhered

Website and applications function as intended

Overall portfolio demonstrates innovation and creativity and is suitable for seeking employment

Faculty name & signature: _____

Revised 8/2016