

**Senior Assessment Portfolio Checklist/Evaluation  
Journalism**

**Name of Student:** \_\_\_\_\_ **Student 8-digit ID Number:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Graduation semester** \_\_\_\_\_ **Year** \_\_\_\_\_ **Email** \_\_\_\_\_

**Purpose of 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 portfolio assessment is to improve the journalism curriculum and the student learning process. The information is statistically summarized for all students graduating in a given semester to track learning outcomes. Professionally, a strong portfolio also helps a student demonstrate mastery of particular skills.

<b>Personal materials</b>	<b>Included</b>	
Cover letter - address to appropriate media outlet or business	YES	NO
Resume	YES	NO
References / 3-5 references	YES	NO

**Sequence Work Product** If submitting your portfolio digitally, provide the URL. \_\_\_\_\_

**4-8 News stories**

- Required courses: MC1313, MC3321, MC4321, MC4386, plus courses you may have taken: MC4356A-Z, electives
- Publication is required to receive a score of 5. Publication of writing is valued in media industries and is also an independent validation of student work.

**Visuals – photos, videos, graphics**

- Required courses: MC1313, MC3321, MC3383, MC4321, MC4386, plus courses you may have taken: MC4312, MC4356H, MC4356I, MC4386, or other electives
- Original photos/video/graphics with cutlines/credits. Optional, include tear sheet, CD, DVD, URL

**Design (media or web) URL (optional)** \_\_\_\_\_

- Required courses: MC3383, MC3390, plus courses you may have taken: MC4315 and other electives

**Additional Work**

**Social media content** – Required courses: MC4382S, MC4321, MC4386, plus electives

**Internship/practicum work** – Elective courses: MC2111, MC4330

**Multimedia** – Elective courses: MC4356h, MC4315, or other electives

**Do not write below this line. The journalism faculty will complete the evaluation.**

Using a 5-point scale (1 as very poor / 5 as outstanding) rate the student's ability in the following areas.

**Writing clarity** (01, A1) \_\_\_\_\_

Accuracy, readability, organization/logic; grammar, spelling and punctuation

**Writing forms & styles** (01, A2) \_\_\_\_\_

Appropriateness of writing for the intended audience; appropriate use of -citing sources, use of AP style  
Appropriateness of structure to the type of writing - reporting, opinion, writing for the web, social media

**Ability to gather and evaluate information** (02, A1) \_\_\_\_\_

Sourcing that is adequate and appropriate to the topic; when appropriate includes the use of data  
Logical evaluation and conclusions based upon information gathered

**Understanding of concepts & application of theories across multiple platforms** (04, A1) \_\_\_\_\_

Appropriate use of visual design; understanding of basic representation, abstraction and symbolism of images  
Effectiveness as a visual communicator

**Evaluate visual portrayal of information** (04, A2) \_\_\_\_\_

Appropriateness of portrayal for the intended audience; appropriateness of form/structure to the type of visual information presented-video, photo, etc.; appropriate selection of information based on media platform; clarity and quality of portrayal

**Faculty name & signature** \_\_\_\_\_ **Date** \_\_\_\_\_