

SENIOR ASSESSMENT PORTFOLIO CHECKLIST/EVALUATION  
GENERAL MASS COMMUNICATION

Name of student: \_\_\_\_\_

Date: \_\_\_\_\_

PLID \_\_\_\_\_

Professional materials (for check off only):

Cover letter, resume, references \_\_\_\_\_

Written materials (for a score of 1-5):

1 broadcast or 1 print news story \_\_\_\_\_

1 ad copy for print or broadcast \_\_\_\_\_

1 press release for print or broadcast \_\_\_\_\_

1 example of visual communication \_\_\_\_\_

1 project from research methods \_\_\_\_\_

1 editing assignment \_\_\_\_\_

Using a five-point scale with 5 as outstanding and 1 as very poor, rate the student's ability to do the following:

Understand concepts and apply and apply theories in the use and presentation of images and information. \_\_\_\_\_

Think critically, creatively and independently. \_\_\_\_\_

Conduct research and evaluate information by methods appropriate to the profession. \_\_\_\_\_

Write correctly and clearly in the forms and styles appropriate for the profession. \_\_\_\_\_

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. \_\_\_\_\_

Apply tools and technologies appropriate for the profession in which they work. \_\_\_\_\_

Faculty signature \_\_\_\_\_

Date \_\_\_\_\_