Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: <u>COMM 475</u>

Instructor(s) of Record: <u>Dr. B. Gail Wilson</u>

Phone: (724) 357-3210   **Email:** <u>B.G.Wilson@iup.edu</u>

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. **How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?**

Dr. Wilson has been teaching COMM 475 as a traditional course for the Department of Communications Media since 1998. During the Spring 2008 semester, 120 students were enrolled in this one-credit course. Additionally, Dr. Wilson has researched the use of portfolios in this field and interviewed employers regarding their opinions on career portfolios in communications. She has also presented on this topic at academic conferences. As a faculty member in Communications Media, Dr. Wilson is very familiar with the use of instructional technology both in and out of the classroom.

Additionally, Dr. Wilson will have the support of the Distance Education Technician assigned to her department to provide support with distance education technologies, to assist her in formatively and summatively evaluating the teaching strategies employed and the course content presented, and to consult on possible technological and methodological alternatives.

2. **How will each objective in the course be met using distance education technologies?**
This course makes extensive use of WebCT tools, such as content modules and test/quizzes, for the purposes of content delivery, student review and instructor feedback, and student evaluation. In addition to the WebCT-based components of the course, students are expected to use other software (word processing and desktop publishing), portfolio materials

A more detailed explanation of how each course objective will be met using distance education technologies is provided in the following items:
A. *Understand the process of portfolio development*—To meet this objective, students will be presented with content via WebCT covering the process of portfolio development. This content includes directions, examples, checklists, and review activities to assure their understanding and successful completion of this material. Student attainment of understanding will be measured via WebCT quizzes.
B. *Recognize the importance of using a portfolio in their career development*—To meet this objective, students will be presented with content via WebCT covering the importance of the portfolio in career development and suggested practices for producing a successful portfolio. This content includes directions, examples, checklists, and review activities to assure their understanding and successful completion of this material. Student attainment of understanding will be measured via WebCT quizzes. Student attainment of this objective will be determined by the portfolio evaluation at the end of the course. Additionally, the reflective writing assignment, will ask students to describe their work samples and discuss how the work they have produced and their portfolio will aid them in their careers.
C. *Be able to evaluate their work and select work for inclusion in the portfolio*

To meet this objective, students will be provided with content geared toward the best practices in presenting work samples in the portfolio. This content includes directions, examples, checklists, and review activities to assure their understanding and successful completion of this material. Student attainment of understanding will be measured via WebCT quizzes. Student attainment of this objective will be determined by the student interview and the portfolio evaluation at the end of the course.

D. *Be able to present their portfolios as if in a job interview situation*
To meet this objective, students will be provided with content and samples for presenting the portfolio in an interview situation. Student attainment of understanding will be measured via WebCT quizzes. Student attainment of this objective will be determined by the student interview.

E. *Have compiled a professional-quality portfolio for presentation to potential employers*
To meet this objective, students will be provided with content geared toward the best practices in presenting work samples in the portfolio. Student attainment of understanding will be measured via WebCT quizzes. Student attainment of this objective will be determined by the the portfolio evaluation at the end of the course.

3. How will instructor-student and student-student, if applicable, interaction take place?
Throughout the course, students will be required to complete quizzes and portfolio component assignments designed to assess student understanding of course concepts and student ability to successfully compile the portfolio project. These structures have been designed as a means for the instructor to interact with students and to provide feedback regarding individual student progress. Students also have the opportunity to contact the course instructor at any time to ask questions and troubleshoot issues as outlined in the course syllabus.

Student-student interaction in this course is limited, however students will be given the opportunity to peer-review components of the portfolio as it is being developed.

One additional interaction incorporated into this course is the interaction between the students and individuals within their individual learning context (i.e., experts in the field in the student's local region). Students will be required to schedule an interview with an expert in the communications field in their local area as a means to evaluate the student's interviewing skills and their presentation of their professional portfolio.

4. How will student achievement be evaluated?
Student achievement will be evaluated using a variety of methods. Each of these methods is summarized below:

Module Quizzes—At the completion at each module, students will complete quizzes aimed at reviewing the basic knowledge presented in course modules. Scores on these quizzes will be used to provide student feedback and to determine areas in which students require additional attention or direction.

Individual Project Components—Students will be required to complete portions of their portfolio throughout the course and submit them to the instructor via e-mail or the WebCT assignment drop box. The instructor will then provide the students with feedback regarding these assignments before evaluation in the final portfolio.

Presentation of Portfolio—Students will present their portfolio as if they were interviewing with a prospective employer. Modular content will be presented in this area. On campus students and students living or working in Indiana County, will schedule an interview with the instructor. Students who are outside the immediate area may arrange an interview with the instructor or may, with the instructor's approval, arrange to be interviewed by a supervisor, manager, current employer or military superior. The instructor will consult with this individual about the interview process and provide appropriate information about the interview requirements. The student will be responsible for arranging the interview and for having the interview video-taped. The recording of the interview will be submitted along with the student's final portfolio. On-line or emailed recordings of the interview will be accepted. The interview will be evaluated using a grading rubric.

Final Portfolio Project—Students will submit their final portfolio in hard copy or electronic form (on CD or DVD) to the instructor via postal mail or parcel service. The instructor will evaluate the portfolios using a

, grading rubric. The final portfolio submission will also include a reflective component in which the student would describe his or her work samples and the value the portfolio holds for them in degree completion and career preparation.

5. How will academic honesty for tests and assignments be addressed?
Students will be notified of the University policy regarding academic integrity at the onset of the course. Students will be required to complete a commitment to course policies. This statement also notifies students of the potential consequences of violating the standards of academic integrity. Because this commitment is done in the tests/quizzes tool, the instructor will be able to maintain a record of the students who did not commit to course policies and statements of academic integrity. The instructor can then follow up with the student to clarify the issue and any additional issues.

For tests and quizzes, a number of measures will be used to assure academic integrity. Students are reminded of the academic integrity policy as it pertains to tests/quizzes on the tests/quizzes page. While taking quizzes, students will have a limited time period to take the quiz, questions will appear one at a time, and the test will be protected by a prevent-printing script.
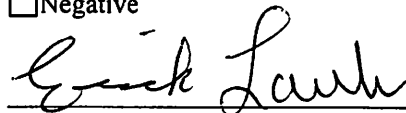
Because the bulk of the content placed in the portfolio is based on other coursework, the academic integrity measures for these courses and the instructor and departmental knowledge of student work and student quality of work will assure academic integrity for portfolio submissions.

B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online·version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: ☒ Positive (The objectives of this course can be met via distance education)
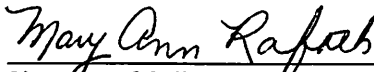
☐ Negative

_____   8-25-08
Signature of Department Designee   Date

Endorsed: _____   9·24-08
Signature of College Dean   Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: ☐ Positive (The objectives of this course can be met via distance education)

☐ Negative

Gail S Sechrist _9/30/08_
Signature of Committee Co-Chair   Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: **Provost Approval**

☐ Approved as distance education course   ☐ Rejected as distance education course

Signature of Provost   Date

Forward form and supporting materials to Associate Provost.

_____Gail S Sechrist_____ 9/30/08
Signature of Committee Co-Chair   Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

☒ Approved as distance education course   ☐ Rejected as distance education course

_____(m)_____ 10/30/08
Signature of Provost   Date

Forward form and supporting materials to Associate Provost.

Syllabus of Record*

*This is the most recent COMM 475 syllabus or record. This syllabus of record predates the current UWUCC syllabus of record format.

Part II. Description of the Curriculum Change

1. Syllabus of Record

I. Catalog Description

CM 475 - Senior Portfolio Presentation

1 credit
1 lecture hour
0 lab hour
(1c-0l-1sh)

Prerequisites: Communications Media majors only, 24 CM credits and CM 395

Through this course students will compile and present a series of works produced through previous Communications Media courses and activities. The result will be a portfolio suitable for presentation to a potential employer. The portfolio may include examples of student works from a variety of subject areas.

II. Course Objectives

At the conclusion of the course the students will:

- understand the process of portfolio development
- recognize the importance of using a portfolio in their career development
- be-able-to evaluate their work and select work for inclusion in the portfolio
- -be-able-to-present their portfolios to the instructor as if in a job interview situation
- have compiled a professional-quality portfolio for presentation to potential employers

III. Course Outline

- Overview of course/Review and discussion of portfolio requirements (2 class hours)
    content/order/presentation
- Relationship of portfolio and career goals (1 class hour)
    Review of individual portfolio outlines
- Designing Portfolios for Specific Communications Media Careers (3 class hours)
    Radio
    Television
    Promotions
    Photography
    Graphics
    Training and Development
    Corporate Communications
- Initial review and revision of portfolios with instructor (3 class hours)
    Students will meet with instructor in discipline-related groups
- In-Class Presentation of Portfolios (5 class hours)

Final examination period will be used for additional portfolio presentations

IV. Evaluation Methods

Students will be evaluated on the successful completion of the portfolio and its preparation according to the guidelines established at the start of the semester. Portfolio check-lists will be distributed and students will be required to use the checklist as it applies to their career objective. Professional presentation of the portfolio and the student's ability to meet the established deadlines in the course will also factor into the final evaluation. (See the sample portfolio check-list attached)

Final Portfolio - 50 points - 50% of final grade
Professional Presentation - 30 points - 30% of final grade
Deadlines met for initial and final review - 20 points - 20% of final grade

Grading Scale: Final grades will assigned on the following percentage scale

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
below 60%	=	F

V. Required Textbooks, supplemental books and readings

No textbooks are required.

VI. Special resource requirements
Students will be required to purchase the materials necessary to compile their portfolios, including appropriate portfolio binders.

VII. Bibliography

_____ (1992) Resumes for Communications Careers. NTC Business Books.

Barry, Ann Marie (1990) The Advertising Portfolio. NTC Business Books.

Farris, Linda Guess (1995) Television Careers. Buy the Book Enterprises.

Langley, Stephen (1986) Jobs in Arts and Media Management. Drama Book Publishers, New York

Noronha, Shonan (1993) Careers in Communications. NTC Business Books.

Reed, Maxine and Robert Reed (1992) Career Opportunities in Television, Cable and Video. Facts on File Books, New York.

Zimmerman, Caroline (1991) How to Break Into the Media Professions. Doubleday.

Online Syllabus

COMM 475
Senior Portfolio Presentation

Instructor: Dr. B. Gail Wilson
121-C Stouffer Hall
1175 Maple Street
Indiana, PA 15705
Phone: 724-357-3210 or 724-357-3770
E-Mail: bgwilson@iup.edu

Online Office Hours: To be determined

Course Description | Course Objectives | Texts and Materials | Required Technology Skills and Software | Technical Support | Participation Requirements | Grading | Student Evaluation | Course Schedule | Bibliography | Appendix-Student Outcomes Assessment Matrix

Course Description
Title: COMM 475 Senior Portfolio Presentation
Credits: 1
Prerequisites: Communications Media majors only and COMM 395
Students compile and present a series of works produced through previous Communications Media courses and activities. The result is a portfolio suitable for presentation to a potential employer. The portfolio may include examples of student works from a variety of subject areas.
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Course Objectives
At the conclusion of the course, the students will

- understand the process of portfolio development.
- recognize the importance of using a portfolio in their career development.
- be able to evaluate their work and select work for inclusion in the portfolio.
- be able to present their portfolios to in a job interview.
- have compiled a professional-quality portfolio for presentation to potential employers.

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Texts and Materials
Required

- Materials necessary for assembling your portfolio. These will include binders, boxes, plastic sheet protectors, section dividers, CDs and DVDs.
- Access to a print and or copy facilities (e.g., color printer, FedEx/Kinko's) and the ability to make black and white and color copies and printouts of materials.
- A portfolio case. These can be ordered from the IUP Co-op Store.

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## Required Technology Skills and Software
Technology Skills

Students enrolled in this course should possess the following technology skills:

- The ability to acces information via the Web.
- The ability to use WebCT system and associated tools, including e-mail, discussion/chat, quizzing, and assignment submission features.
- The ability to use word processing and/or desktop publishing software and to save in desired formats.
- The ability to transer files to CD/DVD.
- The ability to use Internet communication tools.
- The ability to demonstrate netiquette (appropriate online conduct).

Software
The following software is required in order to view course content and to participate in planned course activities. If you do not have this software currently loaded on your computer or are unsure, you can · download the software for free by clicking on the following links:

Adobe Reader
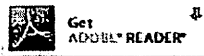
Flash Player
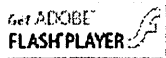
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Technical Support
To obtain technical support for computer issues related to this course, please contact Indiana University of Pennsylvania's student helpdesk at 724-357-4000 between 7 a.m. and 6 p.m. Eastern Time. You should be prepared to give specific details regarding your technical issue(s), including what you were doing before the error occurred and the exact text of any error messages received.
If you experience issues outside of the normal helpdesk hours, you can also submit your error via e-mail at it-support-center@iup.edu or via electronic form available online at http://www.iup.edu/itsupportcenter/helpform.shtm.
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Participation Requirements
Course Participation
Course readings and assignments will be presented on a weekly basis according to the Course Schedule and include objectives, lesson guide, and expectations for completing homework assignments. You are expected to actively participate in all aspects of the course. This includes completion of assigned readings, homework assignments, and tests or quizzes and participaton in online discussions. Course weeks run Saturday through Friday, with *Friday at midnight Eastern Time*
as the deadline for making posts/submitting the week's assignments. All work assigned during the weekly course module(s) must be turned in by this deadline; *late work will not be accepted*. It is suggested that you read through all course content in the week's assigned module(s) to get a feel what is expected during the course week and to help you plan your time wisely.

Online Etiquette
Discussion, chat, and e-mail spaces within this course are for class purposes only, unless otherwise stated. Please remember to conduct yourself collegially and professionally. Unlike in the classroom setting, what you say in the online environment is documented and not easily erased of forgotten. The following guidelines:

- Avoid using ALL CAPS, sarcasm, and language that could come across as strong or offensive.
- Read all postings before posting your responses to discussion topics so as to not repeat information.
- Keep chat comments brief and to the point. If longer comments are necessary, use <more> and <end>

to indicate lenghty messages and when you are finished.

. Focus on one topic at a time when chatting or posting to discussions.

. Remember that unlike in face-to-face learning environments what you say in discussions and chats is documented and available to revisited. Choose your words and disucussion topics carefully.

. Course e-mail should only be used for messages pertaining to the course. Please refrain from sending forwards, jokes, etc. within course e-mail.

Students with Disabilities

If you are a student who has a documented disability and need special accommodations, the instructor will work with you to provide reasonable accommodation to ensure you a fair opportunity to perform in the class. Please advise the instructor in the first week of the semester regarding the disability and the desired accommodations.

Academic Integrity Policy

Indiana University of Pennsylvania expects a full commitment to academic integrity from each student. This syllabus represents a contract between you and the instructor of this course and that you agree to follow the rules and expectations set up therein. Academic integrity means:

. Providing or receiving unauthorized assistance in coursework, including papers, quizzes, and examinations.

. Using unauthorized materials and resources during quizzes and tests.

. Possessing course examination materials without the prior knowledge of the instructor.

. Plagiarizing which is the use of papers, dissertations essays, reports, speeches and oral presentations, take-home examinations, computer projects, and other academic exercises or the passing off of ideas or facts beyond common knowledge without attribution to their originators.

. Engaging behaviors that are disruptive or threatening to others.

. Using computer technology in any way other than for the purposes intended for the course.

Please note that IUP faculty uses a variety of technologies to check the authenticity of student work. Violations of academic integrity will be handled per IUP's Academic Integrity Policy and Procedures. Failure to comply with the policies and procedures may result in a decrease in grade, involuntary withdrawal from an academic program, suspension, expulsion, or rescission of a conferred degree. IUP's full policy on academic integrity is available in the Undergraduate Catalog under Academic Policies or online at http://www.iup.edu/registrar/catalog/ under Academic Policies.
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Student Evaluation

Students will be evaluated on the successful preparation and completion of individual portfolio components, the final portfolio, the students ability to participate in class sessions and meet deadlines, and the presentation of the portfolio. The breakdown of the grades is as follows:

Individual portfolio components (e.g., one-page resume, reference listing, cover letter, 3 writing samples, 3 production samples, evidence of career interest, evidence of community service, reflective writing assignment, and title/section pages)	100 (24%)
Interview and Portfolio Presentation	125 (29%)
Final Portfolio	200 (47%)
Total Possible Points	425

The Individual Portfolio Components listed above will be graded using the following point values:

One-page resume	10
Reference listing	10
Updated cover letter	10
Reflective Writing Assignment	50
Title/section divider pages	20
Total Individual Component Points	100

Portfolio Options
Students may choose to maintain a hard copy or electronic version of their portfolios. However, it should be noted that this course is not designed to teach you how to put together an electronic portfolio. Students who wish to create electronic portfolios must
obtain the skills for creating electronic portfolios through other courses and/or resources. Students choosing the electronic portfolios option are still required to complete all assignments and to meet the program guidelines.

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Grading
Grades are calculated by totaling the points received on all class participation and assignments and dividing the number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90%-100% = A (399-425 points)

80%-89% = B (357-398 points)

70%-79% = C (314-356 points)

60 %-69% = D (272-313 points)

Below 60% = F (0-271 points)

Withdrawal Grades
According to IUP policy, if you wish to receive a wtihdrawl (W) grade for the course, you must do so by the University deadline for processing withdrawals, which can be found on the IUP URSA page in the academic calendar. Students who fail to withdraw by the deadline must file for a deadline waiver through the dean of his or her college and provide documentation of catastrophic circumstances preventing the student from completing the course/semester. In the event withdrawal would be required, failure to process a withdrawal will result in a failing grade for the course.

Disagreement with Awarded Grade
If you disagree with the awarded grade or feel an error exists in the grade calculation, please contact your instructor to arrange a conference regarding your grade.

Changes
Once earned grades have been recorded, they may be changed only in the case of clerical and/or calculation error or in the event of a successful grade appeal. It is not appropriate to change a grade based upon options, such as supplemental assignments, that are not equally available to all students. The deadline for corrections

of clerical and/or calculation errors is the end of the next regular (fall/spring) semester after the grade has been awarded.

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Course Schedule

Prior to course	Module 0: Introduction to COMM 475
Week 1	Module 1: Senior Portfolio Overview
Week 2	Module 2: Portfolio Contents
Week 3	Module 3: Organizaing Your Portfolio: Basic Organization and Section One: Professional Background
Week 4	Module 4: Organizing Your Work Samples Section
Week 5	Module 5: Editing and Compiling Clips
Week 6	Module 6: Interviewing with the Portfolio
Week 7	Module 7: Developing a Mini-Portfolio

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Bibliography

Barnas, F., & Savoie, M. (2007). *Careers in media.* New York: Allyn & Bacon.

Baron, C. L. (2004). *Designing a digital portfolio.* Berkley, CA: New Riders Publishing.

Bostaph, C. P., & Vendeland R. (2000). *The employment portfolio.* Upper Saddle River, NJ: Prentice Hall.

Carniol,. (2009). *Preparing for a career in media and design.* Upper Saddle River, NJ: Prentice Hall.

Farris, L.G. (1995). *Television careers.* Buy the Book Enterprises.

Hanna, S. P., & Radtke, D. (2009). *Career by design: Communicating your way to success.* Upper Saddle River, NJ: Prentice Hall.

Hungerland, B. C. (2002). *Marketing your creative portfolio.* Upper Saddle River, NJ: Prentice Hall.

Jordan, A. K., & Whaley, L. (2004). *Investigating your career.* Mason, OH: Thomason/Southwestern.

Kimball, M. (2003). *Web portfolio guide: Creating electronic portfolios for the web.* New York: Longman.

Luzzo, D. A., & Severy, L. (2009). *Making career decisions that count: A practical guide.* Upper Saddle River, NJ: Prentice Hall.

Portfolios: A secret weapon for your internship search
retrieved January 12, 2008 from http://www.internweb.com/portfolios.asp

Satterthwaite, F., & D'Orsi, G. (2002). *The career portfolio workbook.* New York: McGraw-Hill.

Seguin, J. (2008). *Media career guide.* Boston: Bedford/St. Martin's.

Smith, H. J., & Haimes-Korn, K. (2007). *Portfolios for technical and professional communicators.* Upper Saddle River, NJ: Prentice Hall.

Williams, A. G., & Hall, K. J. (2001) *Creating your career portfolio.* Upper Saddle River, NJ: Prentice Hall.

Yena, D. J. (2007). *Career directions,* New York: McGraw-Hill.

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Appendix—Student Outcomes Assessment Matrix

COE&ET Conceptual Framework	Program Objectives	Course Objectives	Assessment Technique
1 – 2 – 3	2 – 3 – 4	1	One Page Resume Reference Listing Updated Cover Letter Reflective Writing Assignment **Final Portfolio**
1 – 2 – 3	2 – 3 – 4	2	Interview/Presentation of Portfolio **Final Portfolio**
1 – 2 – 3	2 – 3 – 4	3	**Final Portfolio**
1 – 2 – 3	2 – 3 – 4	4	Interview/Presentation of Portfolio **Final Portfolio**
1 – 2 – 3	2 – 3 – 4	5	Interview/Presentation of Portfolio **Final Portfolio**

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Compiled Sample Modules

2. Overview

Introduction to COMM 475
Overview

Welcome to COMM 475, Senior Portfolio Presentation, a required one-credit course for students completing a Bachelor of Science degree in Communications Media. Through this course you will complete your career portfolio and be able to use it on job and internship interviews. Your career portfolio provides examples of your work, relevant to the job or internship you seek and also highlights your achievements in professional activities, volunteer service and other recognition. Throughout the course modules, you will be given instruction on how to organize your portfolio in an efficient and effective manner so it will be a useful addition in your job or internship search. Having taught this course for a number of years, I frequently hear from students about successful interviews and how the portfolio created in COMM 475 was an asset during that process. I hope you will find the same to be true.

Please complete this initial module in preparation for the course. This module includes general information regarding course policies and expectations. It will also provide an overview of the structure for the course.

Welcome,

B. Gail Wilson

3. Objectives

Introduction to COMM 475

Objectives

At the completion of this unit, the student will

* demonstrate an understanding of the course syllabus.
* commit to the expectations set forth in the syllabus and course introduction.

4. Lesson

Introduction to COMM 475
Lesson Guide

Prior to the first day of class, familiarize yourself with the course policies and expectations outlined in the course syllabus. Note any questions regarding these policies and expectations and send them to your instructor via course e-mail. Make sure that you understand all expectations and policies completely as you will be asked to commit to these policies at the end of the module.

5. Assessment

Introduction to COMM 475
Assessment

Prior to the first official day of class, complete the following items:

Course Questions
Contact the instructor with any questions, concerns, or issues you have regarding course policies and expectations or the requirements for this course.

Commitment to Course Policies
The activity in this section can be access by clicking on the Tests/Quizzes link on the Course Menu at left, or you may click on the Quiz link in the Action Menu above or by selecting Test/Quizzes in the Course Menu at left. The syllabus represents a contract between yourself and the instructor. Your response is not being graded, this is simply a way for you to sign off that you understand the policies set forth in the syllabus and that you agree to follow them. If you have any questions regarding this procedure, please feel free to contact the instructor by the method set forth in the syllabus.

2. Objectives

Senior Portfolio Overview

Objectives

This module is designed to provide you with an overview of what is expected in creating the portfolio. At the completion of this module, you will be able to

- demonstrate an understanding of the portfolio exercise.
- determine the portfolio format best suited to his or her needs.
- summarize the do's and don'ts of assembling the portfolio.
- identify the materials necessary to create the portfolio.

3. Lesson

Senior Portfolio Overview

Lesson

This course is designed to assist students in putting together a portfolio of work from their Communications Media projects and other areas of their undergraduate careers. A portfolio serves as a means for students to communicate to employers their ability to grasp and apply the theory and skills learned through their coursework. This portfolio will include background documents and work samples appropriate to present to a potential employer during an interview. These portfolios may be submitted in one of the following formats:

- a hard-copy portfolio, including audio, video and digital information on CD and/or DVD, in a binder
- an electronic portfolio on a CD or DVD
- online portfolio available via the Internet

Hard Copy Portfolios

The hard copy portfolio requires a professional-looking portfolio binder or case. These large-ring binders have a zipper around the outside. Some examples are pictured. Similar binders can be purchased at most office supply stores or college bookstores. Select a binder that is adequately sized to house your professional background information (resume, cover letter, references) and student work samples. Binders should not look like regular three-ring binders used for class.

The documents included in the portfolio must be professional in appearance and follow the appropriate format. Plastic pages will be used to place all documents and CDs, DVDs, slides, transparencies or other media in the portfolio binder. No materials will be three-hole punched. When placing documents in sheet protectors, no more than two pages of a document should be placed in one sheet protector. Documents longer than two pages, should be divided up into multiple sheet protectors, two pages to a sheet protector.

More details will be presented throughout the course and in the Portfolio Master Checklist.

Electronic and Web Portfolios

Electronic and Web portfolios contain the exact same materials as the hard copy portfolios and are distributed on either a CD or DVD or via the Internet. Please note that this course is designed to facilitate the assembly of your portfolio. The course does not provide instruction in creating electronic and Web

portfolios. Students wishing to prepare their portfolios in this format must use/develop this skill set on their own by locating trainings, software and other resources.

Materials to Purchase for Portfolios

The following materials are required purchases for the each of the portfolio types:

- Hard Copy Portfolios
- Tab pages for each of the four sections of the portfolio
- Plastic sheet protectors
- Tabbed sheet protectors
- Resume or bond paper for documents, such as resumes and cover letters
- Access to a color printer (NOTE: PowerPoint slides must be printed six to a page and in color)
- Electronic Portfolios
- CDs or DVDs onto which the portfolio can be burned or Web space, if creating an online portfolio
- CD or DVD case(s) for the disk
- Labels or liner sheets for the disk or disk cases
- Access to a color printer to create disk labels

Do's and Don'ts

Do

- Choose a professional-looking binder.
- Produce professional-looking documents in the appropriate format.
- Insert all portfolio samples and materials into the portfolio using plastic sheet protectors.
- Place individual pages, up to three, in their own sheet protectors.
- Only include selected sample pages from larger works.
- Print PowerPoint slides in color and six to a page.
- Print resumes and cover letters on resume paper.
- Print portfolio documents (other than the resumes and cover letters) on good-quality white paper.

Don't

- Use a three-ring binder or school binder.
- Include handwritten documents or documents with grades or comments from the instructor.
- Three-hole punch documents and work samples.
- Use the same sheet protector for more than two pages.

4. Review

Module 1 Review

Review Activities

Choose one of the activities below to review the material from Module 1 and to prepare for the Module 1 Quiz.

Quiz
Challenge

Alternative Text for Accessibility

Several activities are available for iPod and PSP.
Download for iPod Video and PSP (320x240 pixels)
Download for iPod Nano (176x132 pixels)

Download and installation instructions

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5. Assessment

Senior Portfolio Overview

Assessment

Please complete the following:

Discussion
Post questions and comments regarding portfolio expectations and requirements.

Module 1 Quiz
The Module 1 Quiz is available by clicking on the Tests/Quizzes link in the Course Menu at left or by clicking on the Quiz link in the Action Menu above.

Shopping Trip
Portfolio supplies and material should be purchased in preparation for upcoming assignments in which students will be asked to submit components of the portfolio.

6.1. Module 1 PowerPoint Presentation (requires PowerPoint/PowerPoint viewer)

Unprintable file: Modules/Module_1/COMM475Module1presentation.pps

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6.2. Module 1 PowerPoint Notes Pages (requires Adobe Reader)

Unprintable file: Modules/Module_1/COMM475Module1ppthandout.pdf

2. Objectives

Portfolio Contents

Objectives

At the conclusion of this module you will be able to

- identify the four required sections of the portfolio in COMM 475.
- summarize the contents of each section of the portfolio.
- compile the necessary materials to be used in each of the sections.
- identify types of writing and production samples appropriate for your career portfolio.
- distinguish between professional activities and service/other activities for inclusion in the portfolio.
- document professional activities, service activities and other awards.
- identify an appropriate person to write a letter of recommendation.

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3. Lesson

Portfolio Contents

Lesson

The portfolios consist of four sections:

- Section One: Professional Background
- Section Two: Work Samples
- Section Three: Professional Activities
- Section Four: Other Activities/Service

The remainder of this module will discuss each of these portfolio sections and provide more detailed information regarding their contents.

Section One: Professional Background
The documents included in this section are intended to give the employer a sense of your qualifications and professional experience. These documents are listed below. Each item also links out to an example:

- One-page resume
- Current cover letter
- List of references
- Letter(s) of recommendation

Section Two: Work Samples
This section includes four to seven of each--writing and production samples--tailored to individual student career goals. Documents should be presented in order of significance from most significant to least significant. All work samples should be professionally copied or printed and free of hand-written notes and instructor feedback. Documents should be updated and current with corrections made as needed.

Some decisions might be required when placing content in this section. Related pieces of work should be

placed next to one another. If a document has multiple pages, they should be arranged to form a spread, like in a magazine, where the pages are facing one another to allow them to be viewed at the same time.
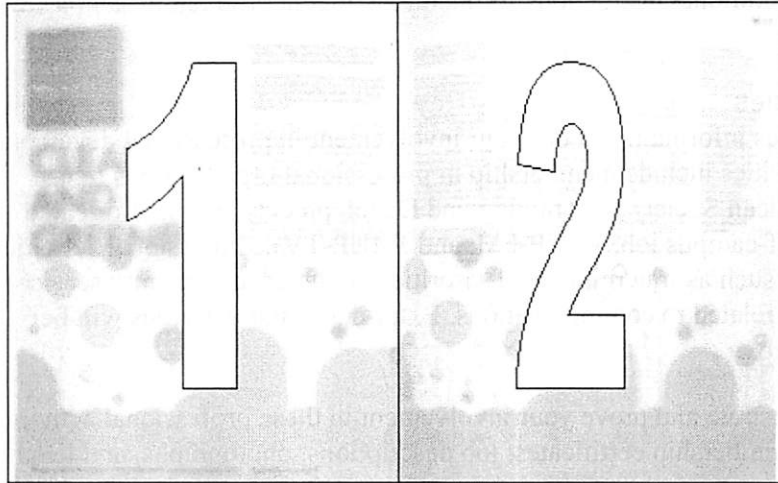
Correct: Place documents with multiple pages so that the pages face one another like a spread in a magazine.
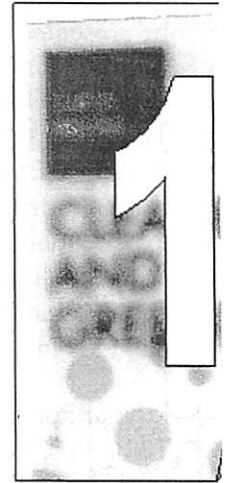
Incorrect: Do not place the m document back to back.

Writing Samples

Writing samples can include television and radio scripts, instructional materials, magazine articles and other writing samples specifically tied to your work in communications. Be aware that research papers and similar types of work should be included in the portfolio only as a last resort. Research papers tend to be too lengthy and broad for inclusion in the portfolio and may not be pertinent to the field of communications.

Writing samples should reflect your career goals and should apply directly to the job or type of job for which the student is applying. Writing samples should emphasize the needs of a particular company and job requirements rather than being a broad selection of work.

In creating portfolios for this course, be sure to include 4-7 writing samples. Of these, only one sample of academic writing will count toward the required samples. Remember that research papers should be included only as a last resort. Writing samples not tied to career goals and/or the communications field will not be counted.

Production Samples

Production samples demonstrate the student's ability to apply his or her practical skills in communications media. These samples include radio, video and audio production pieces; PowerPoint presentations; graphics samples and 3-D animation samples.

When including production samples in the portfolio, audio, video and digital samples, such as PowerPoints, should be included on either a CD or DVD. Video content should be placed on DVD, and audio content should go on CD. Digital work, such as graphics and animations, can be included on CD or DVD. Video and audio tapes are unacceptable. Students should include a "rundown" sheet for any disks included in their portfolios. This "rundown" will help you and your audience to quickly locate necessary samples. CDs and DVDs should be appropriately labeled and include your name, mailing address and e-mail address.

In preparing electronic samples, it is important to remember that not everyone has access to the same software to which you have access. As a rule of thumb, you will want to use formats for electronic samples that will work with virtually any computer.

As with the written samples, maintain brevity. Limit your video production samples to one DVD and audio production samples to one CD. Rather than include entire shows or programs, select clips. Videos should begin with a short montage. When completed, DVD and CD production samples should be no more than 7-10 minutes in length for all samples. Additional instructions for including media production samples will be presented in later modules.

Section Three: Professional Activities

The professional activities section includes information about your involvement in professional development activities. Professional development activities include membership in professional organizations (e.g., National Broadcasting Society and American Society for Training and Development) and field-oriented experiential activities (e.g., internship, off-campus job, WIUP-FM, and WIUP-TV). Professional activities do not include extra-curricular activities, such as fraternities and sororities, athletics, community service activities and other activities not directly related to communications. Extra-curricular activities will be included in another section of the portfolio.

In your portfolio, you will want to demonstrate and prove your involvement in these professional activities. To do this, gather information, such as membership certificates, job descriptions, photographs, and letters from group leaders. Further details for documenting professional activities are described later in the course.

Section Four: Service and Other Activities

The fourth section of your portfolio documents non-professional activities involvement. These activities include extra-curricular and service activities that, while not directly related to the field of communications, demonstrate your abilities in areas, such as leadership, teamwork, planning and community service. The contents of this portfolio section is similar to the professional activities section; include certificates, photographs, letters of support and thank you notes and letters to document your activities.

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4. Review

Module 2 Review

Review Activities

Choose one of the activities from the list below to assist you in reviewing the content and preparing for the quiz on Module 2.

Quiz
Challenge

Alternative Text for Accessibility

Several activities are available for iPod and PSP.
Download for iPod Video and PSP (320x240 pixels)
Download for iPod Nano (176x132 pixels)

Download and installation instructions

5. Assessment

Portfolio Contents

Assessment

Please complete the following:

Discussion
Post your questions regarding the sections to the portfolio and what is included in each.

Portfolio
Begin gathering samples for each of the sections of the portfolio:

- Professional Background
- Professional Work Samples
- Professional Activities
- Other Activities and Service Information

The Module 2 Checklist
has been provided to assist you in preparing this material and can be downloaded by clicking here.

Module 2 Quiz
Take the Module 2 Quiz by clicking the Tests/Quizzes link at left or by clicking the Quiz link in the Action menu above. You must score an 80% or better on this quiz to move on to the next section.

6.1. Module 2 PowerPoint Presentation (Requires PowerPoint/PowerPoint Viewer)

Unprintable file: Modules/Module_2/COMM475Module2presentation.pps

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Content Module File Unavailable
This page has not yet been made available by the course designer.
The designer must update the student view of WebCT to make this page available.

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2. Objectives

Organizing Your Portfolio: Basic Organization and Section One: Professional Background

Objectives

At the conclusion of this module you will be able to

- summarize the basic organization of the required portfolio.
- list the elements each: the title page, table of contents and Section One: Professional Background section divider page.
- produce a title page, table of contents and section divider pages for the portfolio that are both creative and professional-looking.
- prepare the required documents for the professional background section.

3. Lesson (page 1 of 4)

Organizing Your Portfolio: Basic Organization and Section One: Professional Background

Lesson (page 1 of 4)

Your portfolio demonstrates who you are as an individual and a professional. A structured, organized portfolio not only enables employers to quickly and easily find the information about you and your experience in which they are interested, but also demonstrates your ability to be organized. How you design and present your information, the "look and feel," also clues employers in on who you are as a person. The following sections describe how your portfolio should be organized, including instructions for creating and placing the title page, table of contents and section dividers and putting together Section One: Professional Background.

Basic Portfolio Organization
Whether you are doing a hard copy or an electronic portfolio, the basic structure of the portfolio is the same. All portfolios should include the four major portfolio divisions:

- Section One: Professional Background
- Section Two: Work Samples
- Section Three: Professional Activities
- Section Four: Other Activities/Services

The hard copy portfolios use divider pages to mark each of these sections. Electronic portfolios should include links that point reviewers to each of the major sections of the portfolio.

Basic Hard Copy Portfolio Organization
The hard copy portfolio should read like a book or a magazine in that the first page (page 1) appears on the right-hand side of the portfolio. The title page, table of contents and section divider pages should all be placed on the right-hand side of the portfolio, the reverse side of the page appearing blank.
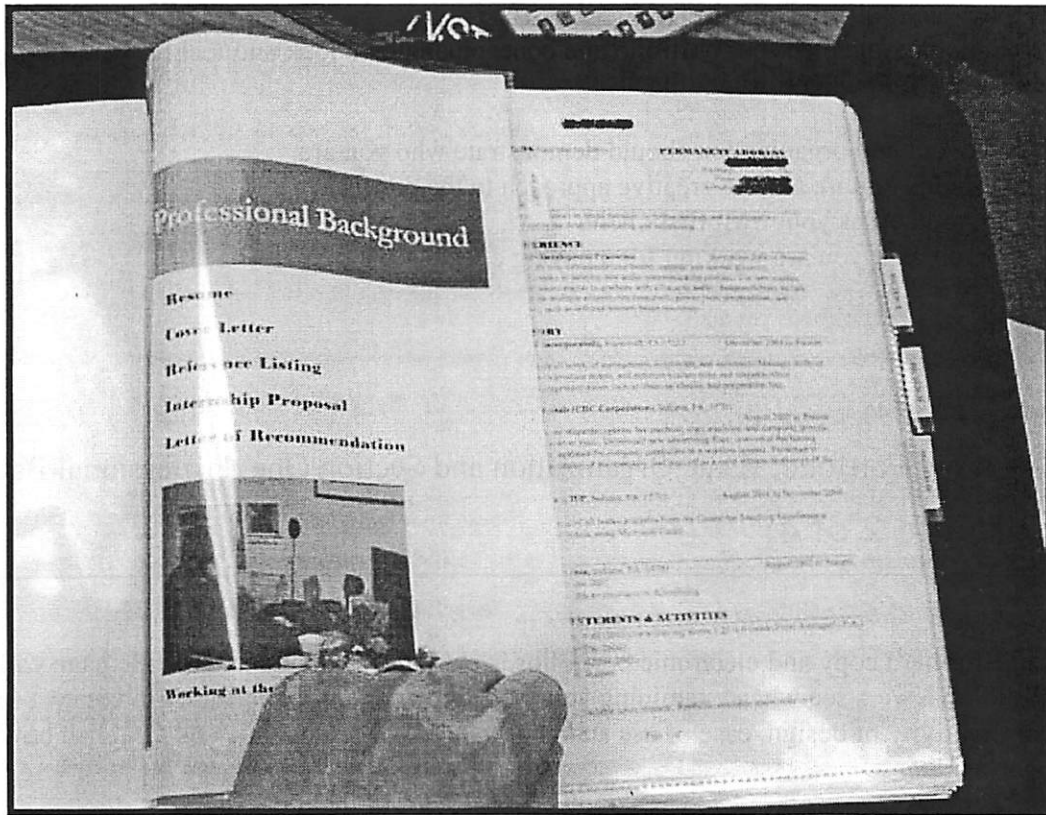
Sample section divider (reverse side blank) and the first page of content within a section

The first page of content within a section will also appear on the right-hand side of the portfolio. Content may appear on the reverse side of this initial page. However, remember that you should attempt to place documents that should be viewed together on facing pages, similar to the spread in a magazine. This technique is especially useful when you have samples of PowerPoint slides, scripts or other work samples that have multiple pages.
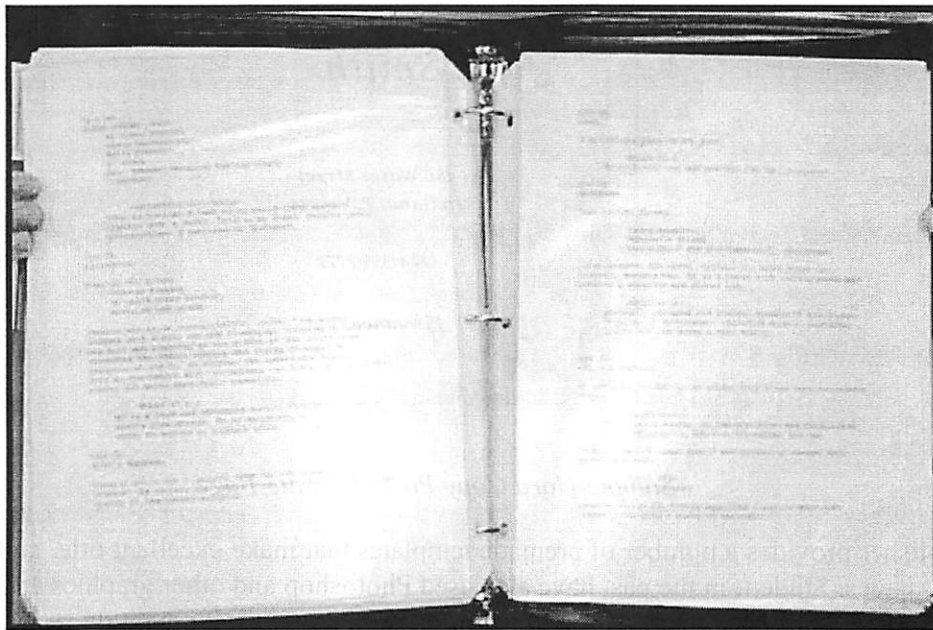
Multi-page work sample arranged on facing pages

Additional Organization Tips

As you begin putting together your portfolio and conceptualizing a look and feel for your portfolio, it is helpful to keep the following tips in mind:

- Design, layout and organization should demonstrate who you are.
- Creative fields require a more creative approach to the portfolio.
- Think of yourself as your own first client.
- Sell yourself as if you are working for a paying client.

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4. Lesson (page 2 of 4)

Organizing Your Portfolio: Basic Organization and Section One: Professional Background

Lesson (page 2 of 4)

The Title Page

The title page for hard copy and electronic portfolios is extremely important. The title page will be the first thing portfolio reviewers see when examining your portfolio and your opportunity to create a first impression. Creativity of design, ease of use and appearance will set the tone and establish how others view you and your work.

The title page of your portfolio should include your name, address, phone number and e-mail address. This design of this page will establish the look for the remainder of the portfolio. Make sure that your name is prominently displayed on the page. The colors and the design of the page should represent you and the image that you want to convey to potential employers. Your design should make good use of the space on the page, leaving at least half an inch of margin around the edge and not a lot of white space on the page.

Sample Hard Copy Portfolio Title Page

Microsoft Publisher provides a number of premade templates that make excellent title, table of contents, and section divider pages. Student in the past have also used Photoshop and other graphics and desktop publishing programs to produce these pages. PowerPoint does not work for creating covers unless you know how to change the page orientation from landscape to portrait.

For electronic portfolios, you may also include the links to the four major sections of the portfolio from this title page.

Sample Electronic Portfolio Title Page

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5. Lesson (page 3 of 4)

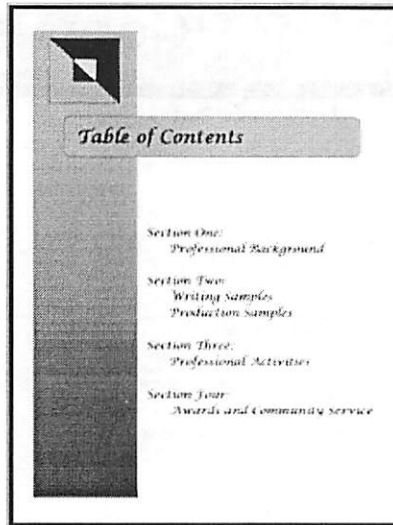Organizing Your Portfolio: Basic Organization and Section One: Professional Background

Lesson (page 3 of 4)

Table of Contents

The table of contents page of the portfolio provides your reviewers with an overview of what they will find in the portfolio. This will be the second printed page that appears in your portfolio following the title page. The page should be placed on the right side of the portfolio. The table of contents for all hard copy and electronic portfolios includes only the four major sections of the portfolio (e.g., Professional Background, Work Samples, Professional Activities, and Other Activities/Service). The contents of each of the sections will be presented on the individual section divider pages.

When creating the table of contents page, make sure that you use a layout similar to that of you title page and

that you provide appropriately sized page margins (half an inch or more all the way around). Also, make sure that you use a font and font size that is easy to read and that allows you to keep all of your text on one line or to prevent it from wrapping to the next line. Finally, make sure that you maintain straight alignment down the left side of your headings. Do not center the titles over one another.

Sample Hard Copy Portfolio Table of Contents

As mentioned previously, the title page of an electronic portfolio can include links to the four major sections of the portfolio, or these links can be presented on a separate table of contents page. The important thing to remember is that you must link to the four major sections from one of these two locations.

6. Lesson (page 4 of 4)

Organizing Your Portfolio: Basic Organization and Section One: Professional Background

Lesson (page 4 of 4)

Professional Background
The Professional Background section divider page will appear on the right side of the portfolio behind the table of contents in your binder. Remember that portfolio section dividers include the title of the section and a list of all items that can be found in that section. Your section dividers should carry over the same look and feel as the title page and the table of contents.

Make sure that when listing the content items on your section divider that the items align down the left-hand side and that font and font size chosen allows the items listed to stay on one line. You may also include photographs on this page. However, these photos should show you in action and tie directly to your professional experience. You should refrain from using stock photos or clip art.

The Professional Background section of your portfolio includes information regarding your qualifications and professional experience. These items should appear in this section in the following order:

- Resume
- Cover Letter
- Internship Proposal (optional)
- Reference Listing
- Letter of Recommendation

When preparing your professional background documentation, use the following handouts and samples to assist you:

- One-Page Resume Instructions
- Cover Letter Instructions
- Reference Listing and Recommendation Instructions
- Sample One-Page Resume
- Sample Cover Letter
- Sample Reference Listing

7. Review

Module 3 Review

Review Activities

Choose from the activities below to review content and prepare for the Module 3 Quiz.

Quiz
Challenge

Alternative Text for Accessibility

Several activities are available for iPod and PSP.
Download for iPod Video and PSP (320x240 pixels)
Download for iPod Nano (176x132 pixels)

Download and installation instructions

8. Assessment

Organizing Your Portfolio: Basic Organization and Section One: Professional Background

Assessment

Please complete the following:

Discussion
Post your questions or comments regarding the organization of the portfolio and the development of Section One: Professional Background to the Discussion Boards.

Portfolio
The following items for your portfolio should be completed:

- Develop the page design or page template for the title page, table of contents, and section divider pages.
- Update/develop your one-page resume so that it is current and addresses the employer's needs. More

information is available in the One-Page Resume Instructions handout.
- Update/develop your cover letter according to the Cover Letter Instructions handout.
- Update reference listing following the format and tips available in the Reference Listing Instructions handout.

Use the following checklists to assist you in completing the portfolio topics presented in this module:

- Module 3 Checklist (Electronic Portfolio)
- Module 3 Checklist (Hard Copy Portfolio)
- Module 3 Checklist: Porfessional Background

Quiz
Take the Module 3 Quiz by clicking on the Tests/Quizzes link on the Course Menu at left or by clicking on the Quiz link in the Action Menu at the top of the page. You must score an 80% or better on this quiz to move on to the next section.

9.1. Module 3 PowerPoint Presentation (Requires PowerPoint/PowerPoint Viewer

Unprintable file: Modules/Module_3/COMM475Module3presentation.pps

9.2. Module 3 PowerPoint Notes Pages (Requires Adobe Reader)

Unprintable file: Modules/Module_3/COMM475Mod3ppthandout.pdf

2. Objectives

Orgahizing Your Work Samples Section

Objectives

At the completion of this module the student will be able to

- properly organize the Work Sample Section.
- arrange work samples in a way that is most relevant to the employer's needs.
- display and label photgraphs and graphics.
- demonstrate an undestanding of the correct method for including writing samples.
- correctly produce a work sample CD/DVD.

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3. Lesson (Page 1 of 14)

Organizing Your Work Samples Section

Lesson (page 1 of 14)

The Work Samples Section follows your Professional Background Section. This section highlights examples of your written and production work and demonstrates to potential employers your ability to apply your skills and knowledge in the communications field.

By now, you should have some idea of the kinds of work samples that you want to include in your Work Samples Section. Remember that the Work Samples Section can include any of the items listed below.

Suggested Writing Samples

- Radio or television commercials, promos or PSAs
- Radio, television or print news stories
- Print news releases
- Memos, business letters or other business writing
- Magazine or other longer article
- Other radio or television scripts
- Television show scripts
- Television show treatments, characterizations, etc.
- Marketing, media or public relations plans
- Instructional manuals
- Essays, poetry or other creative writing
- Research paper
- Other academic writing (case studies, critiques, etc.)

Suggested Production Samples

- Audio production
- Radio production
- Video production
- Printed graphics
- Graphics PowerPoint
- Photography PowerPoint
- Printed and matted photographs
- Copies of published photographs

- PowerPoint presentations
- Presentation videos
- Brochures or other examples of layout
- Flyers, posters, business cards
- Web site
- Instructional design technical report
- Animation on DVD
- 3-D module or other video design DVD

Graphics: Suggested writing and production samples

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4. Lesson (Page 2 of 14)

Organizing Your Work Samples Section

Lesson (page 2 of 14)

Work Sample Section Divider

The Work Samples Section begins with the Work Samples Section divider page. This page should be placed on the right-hand side of your portfolio and have a look and feel consistent with the title page, table of contents and other section divider pages. On the divider page, be sure to list the work samples in the order in which they appear in the section.

Writing and Production Samples

WIUP-JM Brochure

WIUP-JM Promo

Radio Commercial

Television Commericial Script

Television Program Script

Radio News Story

TV News Story

Kappa Delta Power Point

CD Rundown Sheet
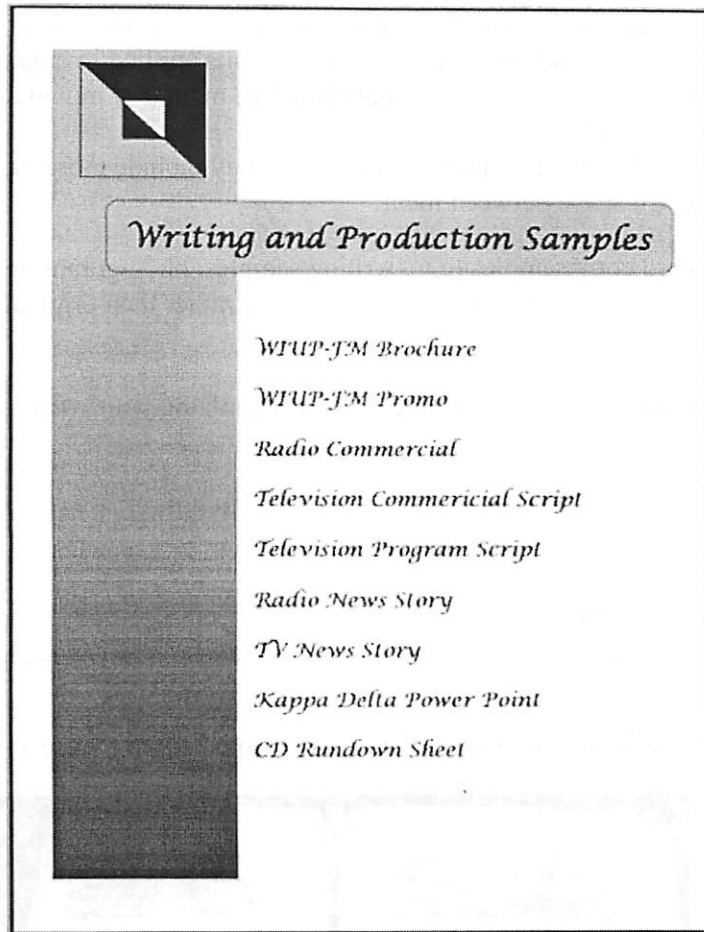
Graphic: Sample Work Samples Section divider page

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5. Lesson (Page 3 of 14)

Organizing Your Work Samples Section

Lesson (page 3 of 14)

Organizing Your Work Samples

In organizing your work samples, remember to highlight both your strengths and the items most pertinent to your potential employer's needs. Therefore, you will want to place work samples so that your best and most relevant work samples appear first. Also, organize your work by categories (for example, a brochure for a radio station might be placed with a promo script, or a proposal might be accompanied by PowerPoint slides).

As you pull together and organize your work samples, keep these additional points in mind:

- **PowerPoint Slides**--Print PowerPoint slides six to a page and in color. Place multiple pages of a slide presentation on facing pages.
- **Longer Work Samples**--For longer work samples, such as scripts, choose only two or three pages of the work to display within the Work Samples section of the portfolio. Place longer or full versions of the actual work in the front or back pocket of the portfolio.
- **Photographs and Graphics**--Only include one or two photographs or graphics to a page so that the

reviewer can see the detail of your items. As with other work samples, you want to put related subjects and samples together. Descriptions of techniques and skills applied in creating the image are also helpful. Photographs presented in 8x10 format should be matted or mounted on card stock before being placed in the plastic sleeves.

- **Newspaper Articles**--Neatly cut out the articles. You may include more than one item on a page, but be sure to leave enough space between them.

Also, make sure that all hard copy samples (e.g., writing samples, photographs and graphics) are in separate plastic pages. Finally, you may want to consider using copies, rather than originals, of your documents to prevent potential damage or loss.

The following sections include some samples and tips for organizing your writing and hard copy samples.

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6. Lesson (Page 4 of 14)

Organizing Your Work Samples Section

Lesson (page 4 of 14)

PowerPoints Slides
Note how the PowerPoint slides in the example below are printed six to a page and in color.
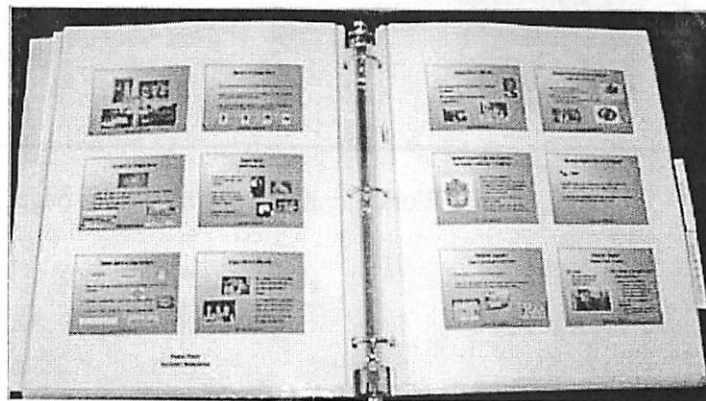
Graphic: Example of PowerPoints printed in portfolio.

Longer Work Samples
In the examples below, two pages of a longer work sample, in this case a script, have been placed in the Work Samples Section of the portfolio so that the two individual pages appear on either side of the portfolio when opened to this particular sample. You should also include the longer versions of the samples elsewhere in your portfolio. In the case of the sample, bound copies of the complete script have been placed in the front pocket of the portfolio.
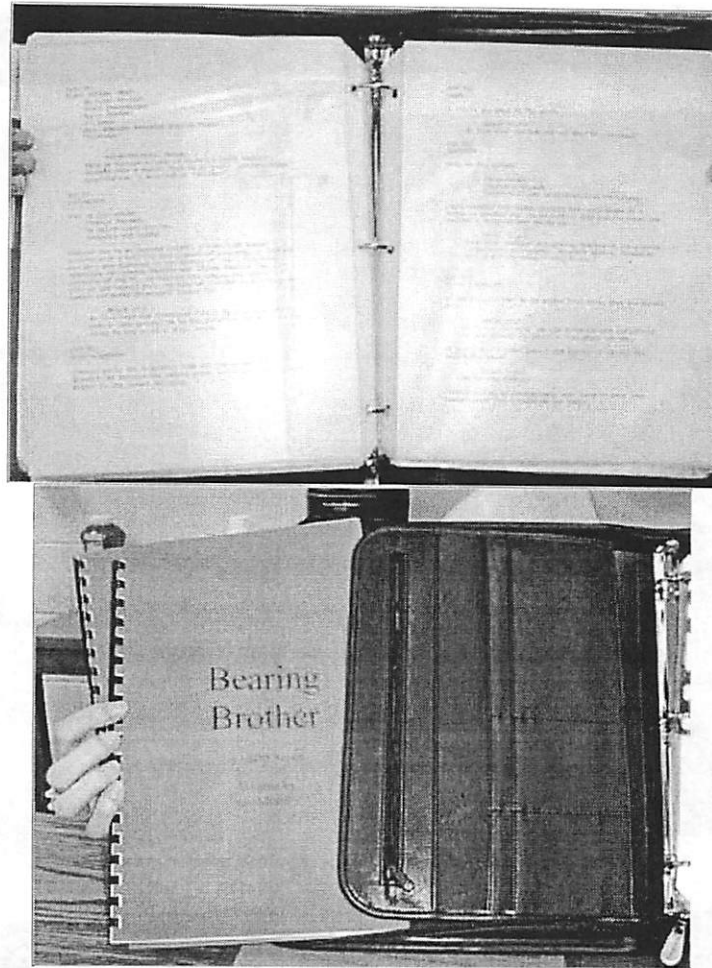
Graphics: The placement of sample pages and full bound versions of scripts or other longer work samples

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7. Lesson (Page 5 of 14)

Organizing Your Work Samples Section

Lesson (page 5 of 14)

Photographs and Graphics
The samples below demonstrate techniques for including photographic and graphics samples in your portfolio. Notice the large size of the images to allow the reviewers to be able to view the detail in the images.

Graphic: Presentation of photographs in the portfolio.

This sample demonstrates a photograph that has been manipulated using Photoshop. The student has included an explanation of all of the techniques applied to the image. Your work should demonstrate your application of photographic and/or graphics techniques. Sharing what you did for or to each of your projects helps the reviewers understand of what you are capable of doing for them.
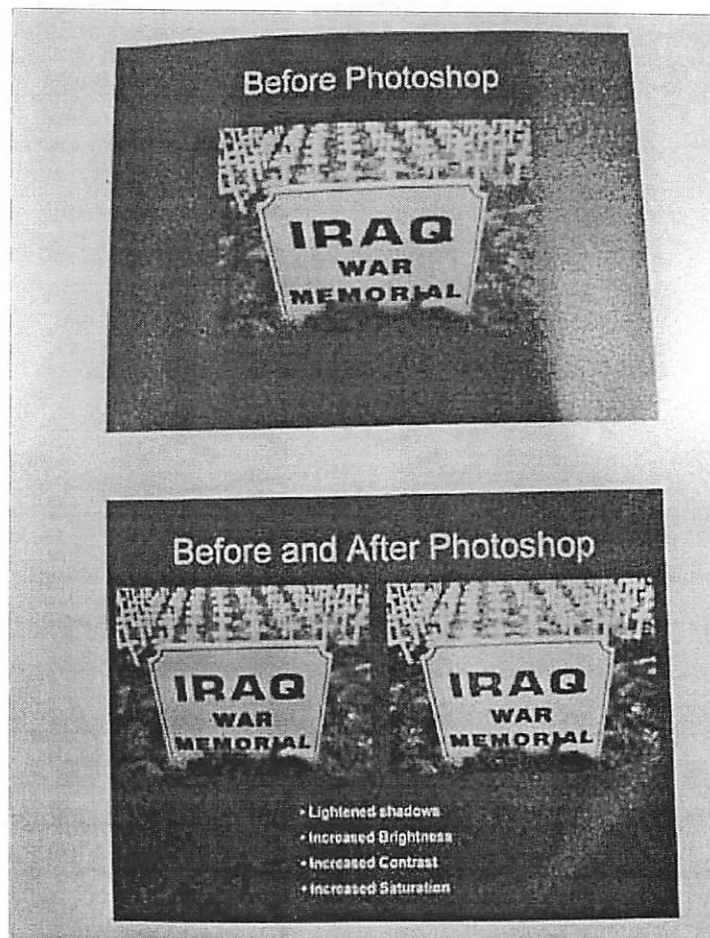
Graphic: Presentation of photograph with techniques applied to it

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8. Lesson (Page 6 of 14)

Organizing Your Work Samples Section

Lesson (page 6 of 14)

When including photographs and graphics, you do not want to overwhelm your reviewers with too many samples on one page. It creates a look of inconsistency and prevents the reviewers from seeing the detail in your work. The sample below is an example of what not to do.
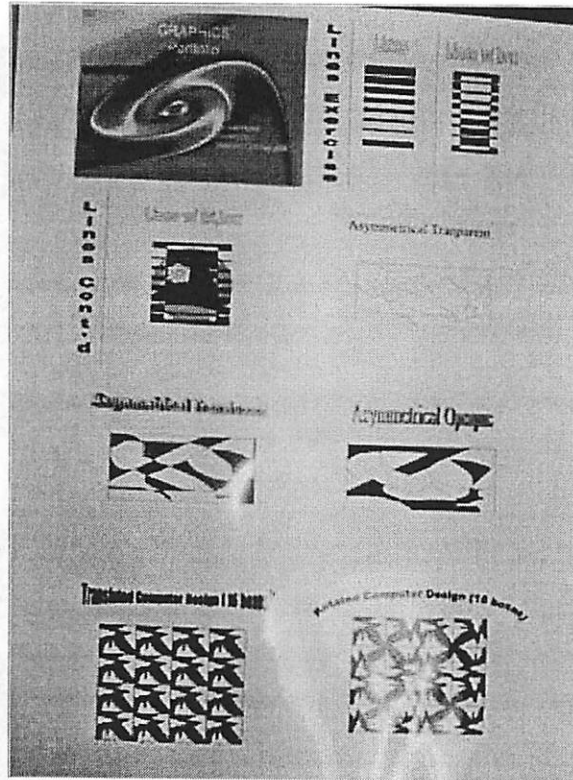
Graphic: Sample of what not to do with photographs and graphics

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9. Lesson (Page 7 of 14)

Organizing Your Work Samples Section

Lesson (page 7 of 14)

Newspaper Articles

In this sample, newspaper clips have been included. They have been photocopied, neatly trimmed, and mounted on a single sheet before being placed in the sheet protector. The label at the bottom of the page describes a little about the clips. In this case, the clips highlight a promotional event developed by this student.

Graphic: Sample of newspaper clips included in the portfolio

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10. Lesson (Page 8 of 14)

Organizing Your Work Samples Section

Lesson (page 8 of 14)

Production Samples

Your production samples may include radio, audio, video, animation and other electronic media/files. When including these samples in your portfolio, make sure that they are in the currently accepted format for the field in which you will be presenting your portfolio. Also, be sure to include these samples on the appropriate medium, CD or DVD. Radio and audio production samples must be edited onto a CD. Video, animation and other images should be placed on a DVD.

CDs and DVDs should be labeled.Labels may be burned directly onto the disc, or you may use adhesive CD/DVD labels. Make sure that the label covers the entire surface of the disc; labels that do not cover the

surface and/or handwritten labeling of the disc are unacceptable.
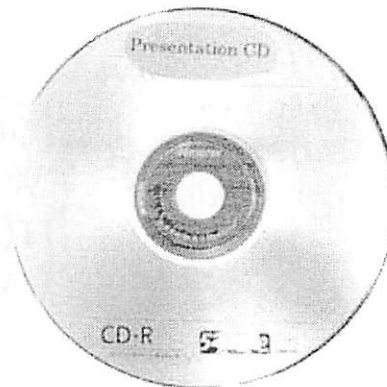
Graphic: Correct and incorrect methods for labelling CD/DVD

In addition to labeling the disc, include a label in your CD/DVD case or plastic sleeve. The label for the disc container should include your contact information, the disc contents listed in order and time markers for each of the items on the disc.

Graphic: Sample CD case (NOTE: Student information removed for confidentiality purposes)

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11. Lesson (Page 9 of 14)

Organizing Your Work Samples Section

Lesson (page 9 of 14)

CD/DVD Rundown Sheet

Your portfolio should also include a CD/DVD rundown sheet, similar to the case label described previously. The rundown sheet also includes a list of all of the items included on your CD/DVD in the order in which they appear and with the running time of each item.

The rundown sheet should be appropriately placed in with your work samples. For example, in a portfolio where the emphasis is production, the student may want to include the rundown sheet close to the beginning of the work samples section. Also included on the rundown sheet are directions to the reviewer where to find the CD/DVD in the portfolio and any special viewing instruction for the CD/DVD.

CD Rundown

Track 1 :
  Hall of Horrors Remote   :45

Track 2:
  Hall of Horrors Promo   :30

Track 3:
  Coney Island Live Remote   1:30

Track 4:
  Reingold Beer Commercial   1:00

Track 5:
  Radio News Story   :40

Please see compact disc in front zippered pocket
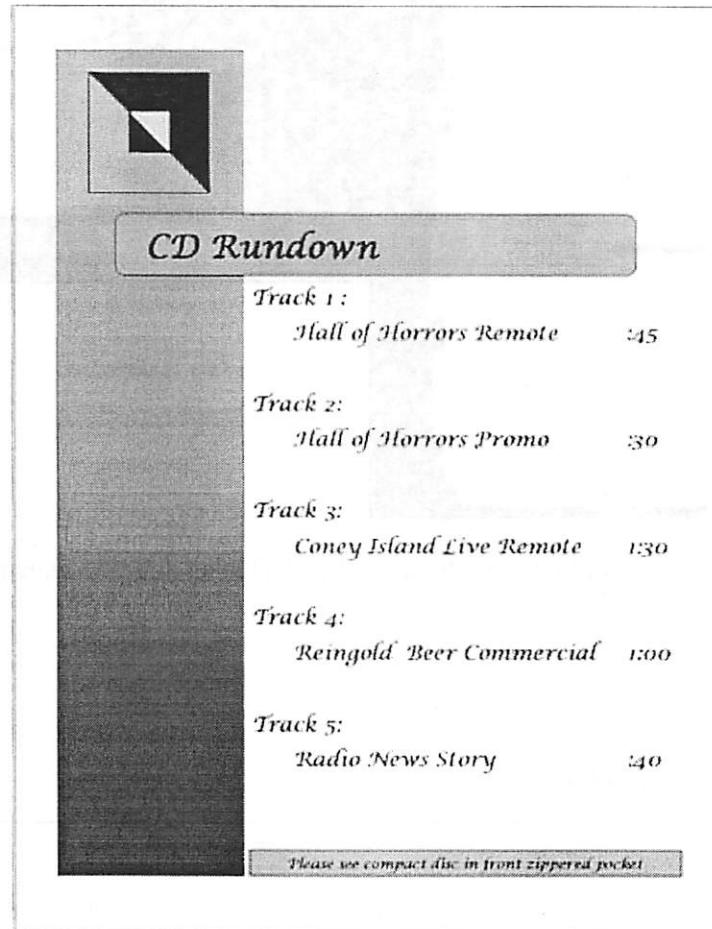
Graphic: Sample rundown CD/DVD rundown sheet

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12. Lesson (Page 10 of 14)

Organizing Your Work Samples Section

Lesson (page 10 of 14)

Additional Samples of CD/DVD Presentation

The following sections are meant to provide you with additional samples of how to present CDs/DVDs in your portfolio. Please note as you go through that student information has been removed from the work samples to maintain confidentiality.

Coordinated CD/DVD Labels

In the sample below the student used a design similar to that his title page, table of contents, and section divider pages for his CD label. This technique displays a consistent professional message.
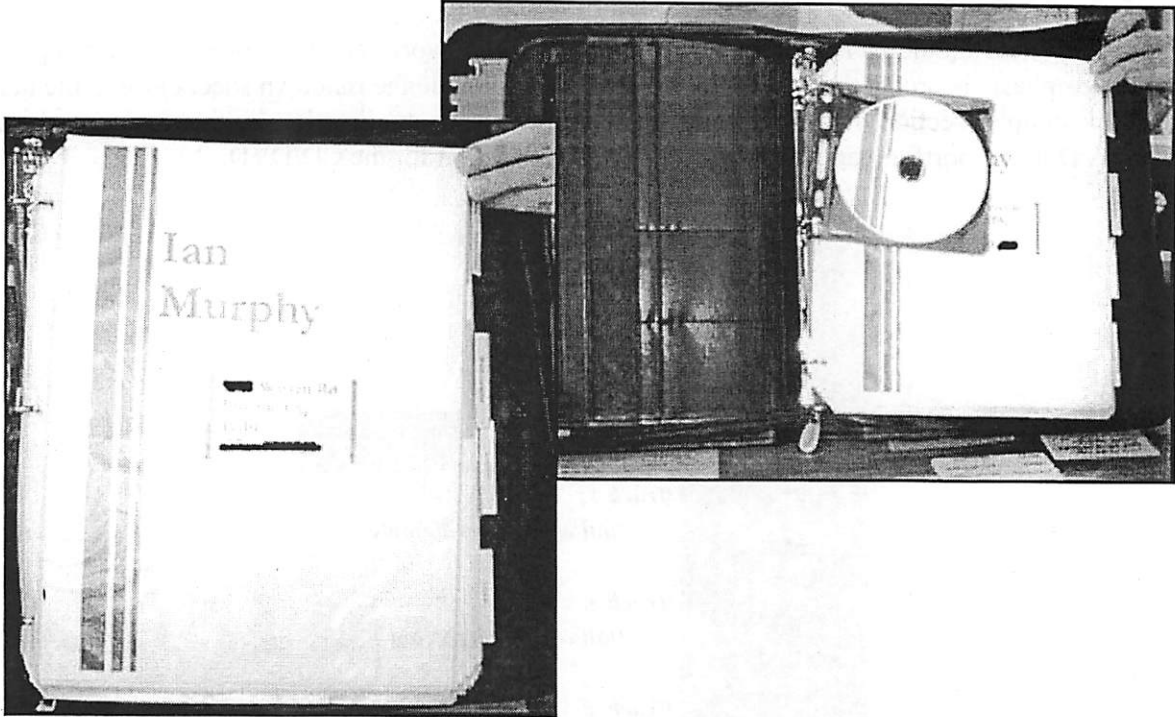
Graphic: Sample of coordinated CD/DVD label and title page designs

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13. Lesson (Page 11 of 14)
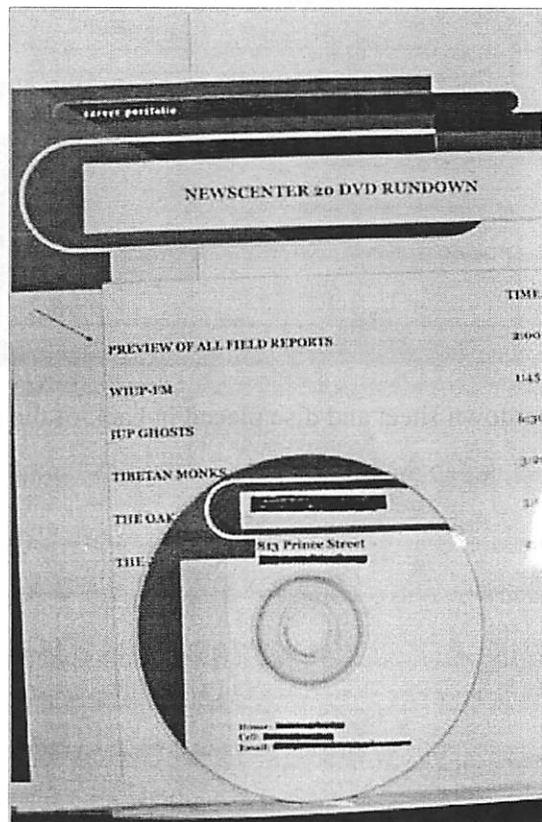
Organizing Your Work Samples Section

Lesson (page 11 of 14)

CD/DVD Placement

While these samples will also provide you with some additional ideas for designing a CD/DVD consistent with the look and feel of your portfolio, you should also get some ideas for placing your CDs/DVDs in your portfolio. There are a variety of products available to assist you in placing your discs. The samples below features some of these and include a disk storage sleeve with one spot for the disk and another pocket for a small version of your rundown sheet or a plastic sleeve with a disc pocket built directly into the front. As noted earlier in this section, you also may include your rundown sheet with in a plastic sleeve in your portfolio Work Samples Section and your CD/DVD in a case or sleeve in the front or back of your portfolio. Should you choose this option, be sure to note on the rundown sheet the location of your disc.
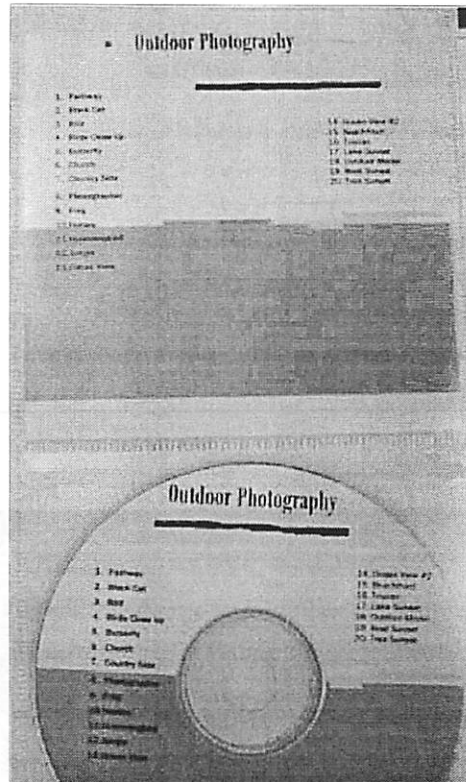
Graphic: Disc placed sleeve with separate compartments for disc and rundown sheet

Graphic: Rundown sheet placed in plastic sleeve with slot for disc

Organizing Your Work Samples Section

Lesson (page 12 of 14)

Graphic: Rundown sheet and disc placed in back of the rundown sheet
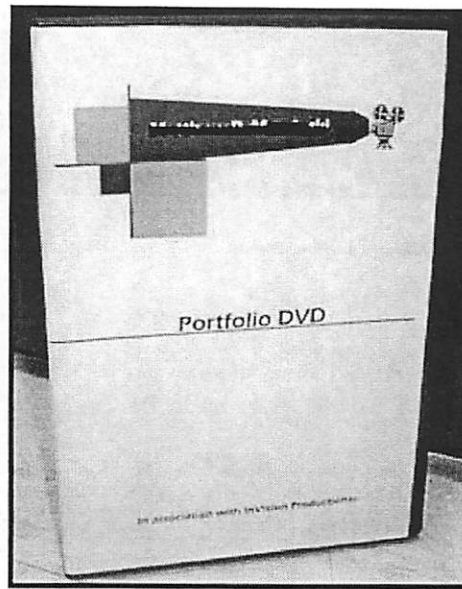
Graphic: Sample DVD case (placed in the front pocket of the portfolio) and label design
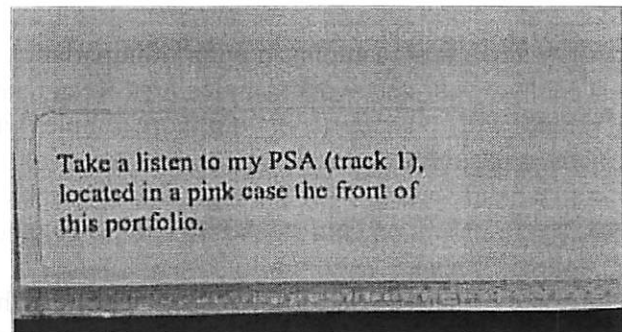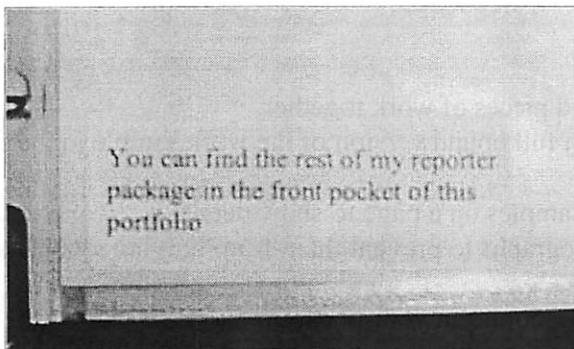

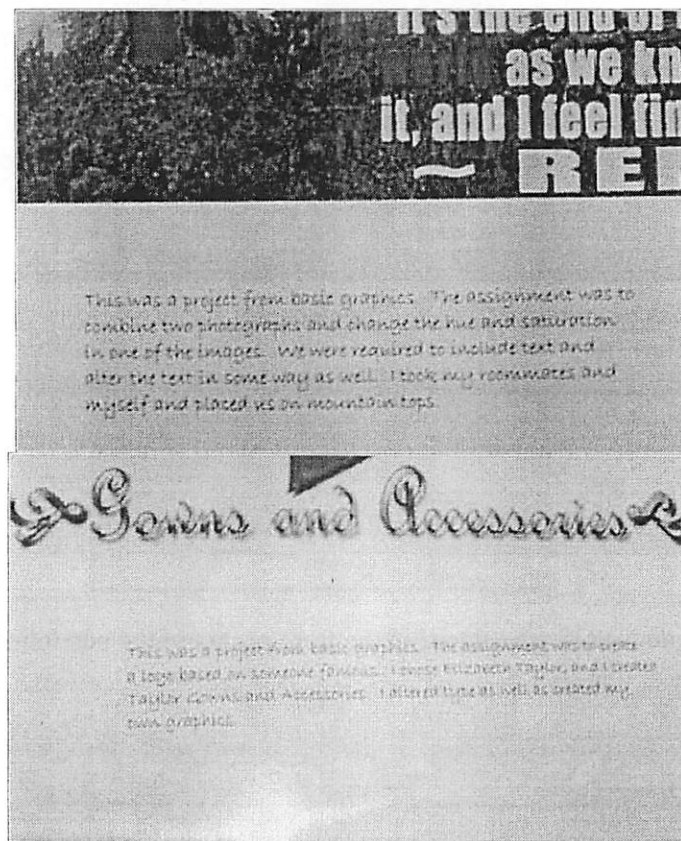**15. Lesson (Page 13 of 14)**

Organizing Your Work Samples Section

Lesson (page 13 of 14)

Labeling Your Work Samples
Each work sample should be clearly and effectively explained for your reviewers. Reviewers should be able to understand what it is they are looking at as if you are not there to explain it to them. Lay out your work and label it in such a way that the reviewers can easily understand and appreciate it. Use printed labels on your plastic pages or a space on your printed work samples with room for explanations and/or notes on how the item was created. Samples of work sample labels are included below.

Graphics: Sample labels directing reviewers to associated materials, electronic media or full work samples

Graphics: Sample labels explaining the techniques applied to the work samples

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16. Lesson (Page 14 of 14)

Organizing Your Work Samples Section

Lesson (page 14 of 14)

Work Samples Summary

The Do's and Don't below have been provided to summarize some of the key points presented in this module.

Do

- Organize work samples in order of importance.
- Include your best work samples first. Keep related pieces of work together.
- Place excerpted works in your work samples with full bound version of the work sample in the front or back pocket.
- Place only one to three photographic or graphic samples on a page to show detail.
- Mat or mount on card stock full-size (8x10) photographs to prevent them from moving around in the plastic sleeve.
- Make copies of your original documents; use these copies in your portfolio.
- Print in color any documents originally produced in color.
- Provide clear explanations of your work samples and how they were produced.
- Print work sample labels.
- Note where reviewers can find your CD/DVD of electronic production samples.
- Note work samples that can be found on your CD/DVD of work samples.

Don't

- Place full copies of longer work samples (e.g., scripts, reports, instructional projects) directly into the portfolio.
- Place more than two or three photographic or graphic samples on a page.
- Place your original documents in your portfolio.
- Use handwritten labels for your work samples.
- Label CDs/DVDs with marker or labels that do not adequately cover the surface of the disc.

To further assist you in preparing the Work Samples Section of your portfolio, you can download the Module 4 Checklist by clicking here.

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17. Review

Module 4: Organizing Your Work Samples Section

Review Activities

Choose from the activities below to review the material covered in this section.

Quiz
Challenge

Alternative Text for Accessibility

iPod and Small Screen Device downloads

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18. Assessment

Organizing Your Work Samples Section

Assessment

Please complete the following:

Discussion
Post your questions or comments regarding the organization of the portfolio and the development of Section Two: Work Samples to the Discussion Boards.

Portfolio
The following items for your portfolio should be completed:

- Determine the Work Samples for inclusion in your portfolio.

To assist you in completing the assigned tasks, you can download and print the Module 4 Checklist by clicking here.

Quiz
Take the Module 4 Quiz by clicking on the Tests/Quizzes link on the Course Menu at left or by clicking on the Quiz link in the Action Menu at the top of the page. You must score an 80% or better on this quiz to move on to the next section.

19.1. Module 4 PowerPoint Presentation (Requires PowerPoint/PowerPoint Viewer)

Unprintable file: Modules/Module_4/05_COMM475Module4presentation.pps

19.2. Module 4 PowerPoint Notes Pages (Requires Adobe Reader)

Unprintable file: Modules/Module_4/04_COMM475Mod4ppthandout.pdf

Sample Module Checklist

COMM 475 Senior Portfolio Presentation
Module 2 Checklist

Use the following checklist to help you prepare you portfolio materials.

PORTFOLIO MATERIALS

- ☐ Determine whether you will be doing an electronic or hard copy portfolio.
- ☐ Purchase the materials appropriate for the type of portfolio (e.g., hardcopy or electronic) you are preparing.

SECTION ONE: PROFESSIONAL BACKGROUND

- ☐ Create and/or begin updating your one-page resume.
- ☐ Create and/or begin revising your targeted cover letter.
- ☐ Create and/or update your reference listing; be sure to identify individuals who can speak to you potential as a prospective employee (e.g., former or current employers or professors). Avoid using peers, family members, and character references.
- ☐ Ask one of your references for a letter of recommendation.

SECTION TWO: PROFESSIONAL WORK SAMPLES

- ☐ Locate potential work samples (electronic files, video/audio projects, tapes, disks, papers, and projects).

SECTION THREE: PROFESSIONAL ACTIVITIES

- ☐ Gather documentation of professional activities (e.g., membership certificates, job descriptions, photographs, and letters from group leaders/supervisors).
- ☐ Locate or take photos of involvement in these professional activities. NOTE: Be aware of the legalities of taking photos at internship sites. You may need prior permission.

SECTION FOUR: OTHER ACTIVITIES AND SERVICE

- ☐ Gather evidence of extra-curricular and service activities (e.g., membership certificates, lists, and letters of participation).
- ☐ Gather certificates and proof of achievements and awards.
- ☐ Locate or take photos of involvement in extra-curricular activities and community service.

Sample Notes Pages

COMM 475

Senior Portfolio Presentation
Dr. B. Gail Wilson
Office: 121C Stouffer Hall
1175 Maple Street
Indiana, PA 15705
Phone: 724-357-3210
BGWILSON@iup.edu

COMM 475 Requirements

Each student must compile a portfolio of background documents and work samples appropriate to present to a potential employer during an interview.

Portfolio Submissions

- Portfolios may be assembled in a portfolio binder with a combination of hard copies and CDs or DVDs.
- Portfolios may also be submitted electronically on a CD, DVD or via an Internet site.
- The content requirements are the same whether the work is presented in hard copy or in an electronic portfolio.

Portfolio Requirements

- Each portfolio (hard copy and electronic) contains four sections: Professional Background, Work Samples, Professional Activities and Other Activities/Service.
- All documents, work samples and other items included must be professionally produced and in an appropriate format.
- No documents can have handwritten notes, grades, comments from instructors, etc.

Electronic Portfolios

- NOTE: This course is not designed to teach you how to create an electronic portfolio.
- If you choose to produce an electronic portfolio, you will need to locate an appropriate portfolio program that allows you to download your documents, work samples and other items for viewing.

Hard Copy Portfolios

- If you choose to produce a portfolio in hard copy, you will need to purchase a professional-looking portfolio binder or case.
- Most office supply stores have a selection of large three ring binders with a zipper around the outside.
- Acceptable binders are also available at
- the IUP Co-op Store.

Hard Copy Portfolios

- A portfolio binder should not look like a school notebook.
- The type of binder you select will depend on the size, amount and type of work samples you plan to include.

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Hard Copy Portfolios

- Put each of your portfolio documents in a plastic page.
- Do NOT hole-punch papers and put them into the notebook.
- Plastic pages can be used to hold CD/DVD, slides or other media.
- See examples in the Resources Section of this WebCT Course.

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Hard Copy Portfolios

- Multiple pages of a document will go in separate plastic pages if you expect anyone to look at them.
- Do not load several pages of a document into the same plastic sleeve.
- Include only a few sample pages of larger documents.
- Do not include documents in individual plastic pages if the document is more than 2 or 3 pages.

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Hard Copy Portfolios

- Use good quality white paper for all copies unless the document would normally be copied on color paper.
- Print PowerPoint Slides (six slides to a page) in color.
- Use resume paper for your resume, cover letter and reference list.

Hard Copy Portfolio Supplies

- Tab pages for each of the four sections of your portfolio (examples available in the Resources section of the course page).
- When you purchase plastic pages, purchase some that are tabbed on the outer edge.
- There should be NO cutting, pasting or taping of tabs to plastic pages.

Hard Copy Portfolio Supplies

- Good quality white paper for work samples
- Access to a color printer/printing facility
- Resume paper for resume, cover letter and reference list
- CDs and/or DVDs for production work samples

Screen Captures
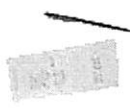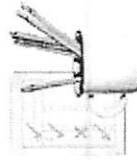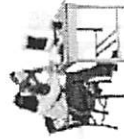
Screen capture of the course homepage

Screen captures StudyMate review activities

COMM 475 Resource Library

Resources

The following resources have been assembled for your reference to help you in preparing your portfolio. Use the links below to jump to a section.

Table of contents
Checklists
Title Page, Table of Contents, and Divider Page Samples
Professional Background Samples   -

Checklists

- Master Portfolio Checklist
- Module 2 Checklist
- Module 3 Checklist (Electronic Portfolio)
- Module 3 Checklist (Hard Copy Portfolio)
- Module 3 Checklist: Professional Background
- Module 4 Checklist

back to top

Title Page, Table of Contents, and Divider Page Samples

- Sample Hard Copy Portfolio Title Page
- Sample Electronic Portfolio Title Page
- Sample Hard Copy Portfolio Table of Contents
- Sample Section Divider Page: Professional Background
- Sample Section Divider Page: Writing and Production Samples

back to top

Professional Background Instructions and Samples

- One-Page Resume Instructions
- Cover Letter Instructions
- Reference Listing and Recommendation Instructions

Screen capture of Student Resources page in WebCT