

## 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.	_____
<b>Writing shows ability to conduct basic research (i.e., information is derived from sources, including interviews).</b>	_____
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.	_____

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Overall assessment (100-point scale) of

Demo reel	_____
Documentation in written portfolio	_____

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