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# Portfolio Review

School of Communications

Webster University

## What is it?

Students interested in graduating with a B.A. in most majors in the School of Communications must be accepted into the school through the portfolio review process. Portfolio review is a **formal presentation of your best work** to a panel of faculty. It is a review of intermediate work, not senior-level work.

## When must I sign up for the Portfolio Review?

Students must submit their portfolios the semester after completing the following coursework:

MEDC 1010 Introduction to Mass Communications

EPMD 1000 Introduction to Media Production

And 9 hours as defined by each major (consult the Undergraduate catalog)

## What do I include in the portfolio?

Submit only your **best “A” and “B” work** from the nine hours defined by your major. A **meeting with your advisor** could help you decide which pieces to include. You may include samples from group projects, but you must have contributed significantly to the project and must be able to identify your contribution in your presentation.

## How does the process work?

Sign up for a session in advance; notices will be posted throughout the school. You will be expected to **present for approximately 10 minutes** to a panel of Communications faculty in your major. Think of this as a **quasi-job interview**. Present your work with enthusiasm, pointing out the important elements of each project or piece of writing. The faculty will talk with you about your goals and your portfolio. They will ask questions based on the material provided in your portfolio review statement. After a brief faculty conference you will then rejoin the faculty for feedback.

Transfer students who meet portfolio review criteria may submit their work for review and acceptance into the school at the pre-enrollment interview.

## Do I have to write anything for portfolio review?

Yes. A very important element of the review process is your **portfolio statement**. Judged against strict writing standards, the statement should be free of typos, misspellings or errors in grammar or syntax. It should include your **career objectives**, evaluation of your strengths and weaknesses, a list of courses you've taken so far in your major and a mention of any relevant work experience. When you discuss your strengths and weaknesses, it would be useful to **describe the ways your education within your field has helped** prepare you for the review, and also discuss **ways in which you might address the weaknesses** you perceive. The document should be double-spaced and approximately two full pages in length. Make four copies of this document and turn it into the appropriate department office **no less than a week before** your scheduled portfolio review session. Transfer students will present the portfolio statement at the time of their pre-enrollment interview and portfolio review.

## What if I don't pass?

If you don't pass the first time, you can resubmit once for acceptance into the School of Communications. You must pass portfolio review to receive a degree within the department.

## PORTFOLIO REVIEW

### PURPOSE:

- To ensure students admitted to the School of Communications have demonstrated the potential to accomplish quality work
- To provide students with an in-depth appraisal of their performance in the School of Communications
- To assist students in strengthening their education within their major
- To encourage students to organize and present their portfolios before they face the job interview situations
- To provide a process through which the School of Communications can ensure quality level work from their graduates

### Overview:

All Webster University students interested in graduating with a B.A. in Media Communications, Advertising and Marketing Communications, Public Relations, Audio Production, Film Production, Film Studies, Photography, and Video Production must be accepted formally into the School through the Portfolio Review process. **Students who have not been formally accepted will not graduate with a major in the School of Communications.**

Students accepted into the School of Communications are those who have demonstrated an understanding of their discipline and the necessary technical ability to succeed within it.

Once the student has organized his/her portfolio of representative work, he/she must make a formal presentation of this material to members of the School of Communications faculty.

The presentation must be limited to ten minutes. If students do not pass the review the first time, they may submit their portfolio a second time for acceptance into the School of Communications.

### PROCEDURE AND TIMING:

**Portfolio Reviews are held each semester.** Most students declaring a major within the School of Communications must submit a portfolio review statement as well as a portfolio of their work in their intended major to the faculty. (Some majors within the school require an alternate to portfolio review; please consult the catalog to determine whether your major is among these.)

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Ideally, this should occur the semester after they have successfully completed the following course requirements:

MEDC 1010

EPMD 1000

9 hours defined by each major

The 9 hours designated by each major are:

**MEDIA COMMUNICATIONS (without an Emphasis, with an Emphasis in Media Literacy, and with an Emphasis in Scriptwriting)**

9 additional hours within the major requirements

**ADVERTISING AND MARKETING COMMUNICATIONS**

ADVT 1940 Intro to Marketing Communications

MNGT 3510 Advertising

ADVT 2550 Creative Strategies for Advertising

**PUBLIC RELATIONS**

PBRL 2100 Fundamentals of Strategic Communications and Public Relations

PBRL 2920 Writing for Public Relations

COAP 2020 Desktop Publishing or INTM 3150—Production Tools for ADVT and PR

**Transfer students should plan to take the designated required courses in their major as soon as possible upon entering Webster University to enable them to collect portfolio samples in time for their Portfolio Review.**

**Criteria for Acceptance:**

The student's portfolio will be judged upon both the quality and presentation of the material. Faculty members consider accuracy, creativity, content and technical expertise in the work presented and enthusiasm and professionalism of delivery when judging the student for formal admittance into the School of Communications.

Only "A" and "B" work should be submitted. Revised work which ultimately receives an "A" or "B" can be included. Such work must be accompanied by the original critiqued version.

**Typos, misspellings, improper grammar or syntax in the portfolio statement will have a negative impact on passing the overall portfolio review.**

**Portfolio Elements:**

The portfolio is a compilation of writing and production work. The portfolio should reflect

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work from the three required classes (or the equivalent transferred classes) and other classes that are 2000 level and above.

Portfolios may include audio recordings, video tapes or DVDs, journalistic clips, film clips, photographs, public relations or advertising projects, and writing samples. Material from other colleges or universities or from professional and volunteer experience can be included as well.

Portfolio material should be neat and well-organized.

The following are guidelines for preparing a ten-minute presentation:

- 12 - 15 photographic prints
- 10 minutes of video
- minutes of film
- audio cuts
- 15-30 journalistic writing samples
- major public relations or marketing communications or advertising projects
- public relations or marketing communications or advertising writing samples
- 5-10 papers from media theory/history classes (i.e., Media Literacy, Cultural Diversity in the Media, Film History). Do **not** include exams/tests/quizzes or handwritten assignments.

If a student wishes to show a variety of work in several areas, he/she may use a combination from the above list to equal the ten minute presentation. Students are responsible for setting up their presentations in advance. If they use videotape, they should be sure to cue the tapes before the presentation. Students should be able to operate all equipment they will use in the presentation. The Media Center will assist students with equipment needs and instruction. The standard equipment available for portfolio reviews include

- VHS/SVHS/DVD TV Cart
- Sound Cart Components - cassette player, CD player

Students may wish to prepare a printed outline which contains the following information about their portfolio pieces: class, semester, instructor, grade for each piece; particular role played in team projects, when applicable.

## **PRESENTATION:**

The Portfolio Review is a formal process and should be approached by the student as he/she would handle a job interview.

Students should have a professional appearance and style of presentation, exhibiting interest and enthusiasm for their field of study.

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The presentation must be well-organized. Do not show your work in chronological order; instead, begin with your strongest work.