

**SENIOR ASSESSMENT PORTFOLIO CHECKLIST/EVALUATION  
ELECTRONIC MEDIA**

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

**Professional materials** (for check off only):

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

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**Applied** (score of 1-5):

4 samples of copy written for electronic media  
(Samples may be taken from 3306, 3311, 3312  
with any combination of news stories, ad copy or PSAs) \_\_\_\_\_

1 other writing sample  
(Sample may be from any course outside of the  
electronic media sequence; e.g. MC 1313) \_\_\_\_\_

DVD (video) or CD (audio) featuring clips that  
demonstrate  
the student's editing or videography skills \_\_\_\_\_

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

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

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

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

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

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

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

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