

## Sample Assignment

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### **Professional Portfolio for MCJ Students in Broadcasting Industry (Resume/Demo Reel)**

#### **Objective:**

Students will be able to create a professional portfolio to market their skills and experience

#### **Learning Outcomes:**

- Prepare professional quality communication materials in a professional portfolio that is targeted to a specific audience.

#### **Directions:**

Develop a demo reel (resume) to showcase your experience from class, internships, or any other media related business or club. Assemble a traditional reel with montage, packages and anchoring or you may try something different and creative. Make sure it is something you would submit and is appealing to a potential employer.

A website or physical portfolio should include:

1. Website with an “about me” page
2. Demo resume reel of your news segments (no longer than 3 minutes).
3. Resume with education, skills, experience, projects, and internships listed. For a resume template, go to <https://csufresno.optimalresume.com/>
4. The following article has links to sites for building online portfolios: <http://www.poynter.org/how-tos/career-development/198780/10-ways-journalists-can-make-themselves-more-marketable/>

#### **Website creation tools:**

<http://www.wix.com/>

<http://wordpress.org/>

<http://weebly.com>

<https://sites.google.com/>

<http://www.moonfruit.com/>

<http://imcreator.com/>

You may incorporate a "contact me" form into your website or eportfolio and you won't have to post any personal info.

**Html code for Wordpress:** <https://en.support.wordpress.com/contact-form/>

**Plugin for Wordpress:** <https://wordpress.org/plugins/contact-form-7/>

More info here: <http://smallbiztrends.com/2014/03/best-contact-form-plugins-for-wordpress.html>

**You can find several reel examples on YouTube and Vimeo. Examples listed below:**

**Here are some final project websites and reels from past MCJ students that worked:**

<http://keenansanders54.wix.com/keenantysanders> (Graduated Dec 2015: 1<sup>st</sup> job Casper, WY)  
<http://joshuadavidsamuel.wordpress.com> (Graduated May '15 – 1<sup>st</sup> job Missoula, MT)  
<https://angelicaleilani.wordpress.com> (Graduated Dec '15 – 1<sup>st</sup> job Eugene, OR)  
<https://andrewworth92.wordpress.com/>(Graduated Dec '15 – 1<sup>st</sup> job Bakersfield)  
<http://audriannaferri.wix.com/journalist> (Graduated Dec '15 - 1st job Fresno - producer)

**Here's a professional website and reel from a past MCJ student:**

<http://allienorton.wordpress.com/>  
(MCJ 2012: 1<sup>st</sup> job Eureka, CA; 2<sup>nd</sup> job Spokane, WA; now WEAR-TV, in Pensacola, FL.)

**Here are a few more good examples from past students:**

<https://jamesbarnes5.wordpress.com/> (ANC Sports Los Angeles)  
<https://courtneycarvalho.wordpress.com/> (Teaching)  
<https://jessannestymans.wordpress.com/>  
<https://bradenwill24.wordpress.com/about-me/>  
<https://fabiolaramirezmunoz.wordpress.com/>  
<https://janetzaragozabroadcastnewsanchor.wordpress.com/>

**Other examples:**

<http://www.abbeytv.com/resume/>  
<http://luanamunoz.com/>  
<https://taylormlasota.wordpress.com/>  
<http://evanonstot.strikingly.com/> (KSEE 24 Evening Anchor)  
<http://emilybamforth.pressfolios.com/> (Digital Reporter)

**Timeline:** Semester project

**Grading/Rubric:**

Average score= \_\_\_\_\_ Grade points= \_\_\_\_\_

Score	Max. = 200. Each question rated on a scale of 9-10=excellent, 8=good, 7=average, 6=below average, 5=poor, 0=missing
<b>Basic Requirements</b>	
	1. Minimum three web pages: about me, resume, resume reel. URL must be listed above. You may use Wordpress, Wix, Weebly, Google sites, Pathbrite, Squarespace, IMCreator, Voog, Adobe Muse (this list is not an endorsement). Website builder review: <a href="http://www.sitebuilderreport.com/">http://www.sitebuilderreport.com/</a>

<b>Content</b>	
	2. About Me: How effective is the photo and the text in promoting you as a media professional?
	3. Resume: Are your career goal, work experience, media experience, relevant course work, media skills, contact information, and other relevant information clearly presented and described?
	4. Resume Reel: How well does your resume reel showcase your work? Is there are montage of your standups? Is there a package? Is this your own work?
	Optional: Contact page, Photo Gallery, Writing samples, Podcasts, Multimedia, Producer reel, Credits
<b>Impact &amp; Creativity</b>	
	5. How effective is the theme in presenting you as a media professional? How effective is the color scheme?
	6. Are images used to enhance the presentation of the content throughout the site. Do the images have emotional impact?
<b>Technical Quality</b>	
	7. Does the portfolio function properly? Do all links work? Is formatting consistent throughout?
	8. Do images display properly and are they optimized? Do all work samples play or launch successfully?
	9 & 10. Spelling, grammar and punctuation are accurate (counts 2X).

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