

APPENDIX G. PORTFOLIO INSTRUMENT

SCHOOL OF MASS COMMUNICATION SPRING 2013 PORTFOLIO ASSESSMENT



STUDENTS: Complete this section before your review.

Name _____

Sequence: (circle one) advertising journalism public relations other (*please specify*) _____

Anticipated date of graduation _____

REVIEWERS:

Complete this section after the review. Assessments will be collected at the end of the session.

Scale: For each of the items that follow use the 0-4 scale with 2 as the midpoint (essentially an F-to-A grade), circling the appropriate judgment.

0 = not at all

1 = not very well

2 = average

3 = well

4 = very well

1. The work shows an understanding of the subject and of the needs and wants of the audience for which the work is intended.

0 1 2 3 4

2. The report shows thorough, balanced, fair research and writing as well as work sensitive to issues of gender, race, ethnicity and sexual orientation.

0 1 2 3 4

3. The truthful and accurate work is effectively organized to engage and hold the attention of the audience.

0 1 2 3 4

4. The work is clear, concise, correct in grammar, punctuation, spelling and conforms to AP style (where appropriate).

0 1 2 3 4

5. The work integrates words, numbers, images and sound (where appropriate) effectively.

0 1 2 3 4

REVIEWER'S COMMENTS

Reviewer's name _____