

ISC Senior Portfolio Requirements (2008-2009)

The ISC graduation portfolio is one tool you will use when marketing your most important product – yourself. All ISC majors are required to submit a professional-level portfolio prior to graduation. Grading is on a pass-fail basis, and you must pass the portfolio requirement in order to earn your degree.

Portfolios will be turned in to your advisor two weeks prior to the first day of dead week of the semester in which you formally apply for graduation. It's highly recommended that you seek input from your advisor prior to the posted deadline.

Deadline for fall 2008 grads: Monday, Nov. 24, 2008
Deadline for spring 2009 grads: Monday, April 13, 2009

Your portfolio will play a key role as you search for a professional ISC position after graduation. You are encouraged to maintain and update a portfolio throughout your ISC studies, as it can also be a useful tool when competing for internships. Your final graduation portfolio should demonstrate your understanding of the field and demonstrate skills you can bring into a workplace.

It is your responsibility to seek out opportunities to produce professional-quality materials for your portfolio based on your path's portfolio content requirements (*see back of this sheet for requirements*). You should actively seek out opportunities to create these materials through campus media, community media, internships, service learning and student organizations, such as Ad Club and PRSSA. It is highly recommended you begin this process during your first semester of upper division ISC coursework.

Portfolio format:

Your portfolio should be professionally bound (comb bound or spiral bound) and its appearance should adhere to professional norms and practices. All contents, covers, etc., of the portfolio must be printed on 8.5-11-inch paper. Your portfolio will not be returned – use a format that will allow you to easily reproduce it for later use in your career search.

Portfolio contents required for all paths:

- A cover that states your name, path, minor and semester of anticipated graduation.
- A brief, two-paragraph work-life projection that includes: the type of entry-level job you plan to pursue immediately after graduation and your goals for your career status five years after graduation.
- A resume that includes contact information for three references (maximum two pages).
- A sample cover letter to a potential employer (should be related to the entry-level position you discuss in your work-life projection).
- Work samples according to requirements for your path (see below).
- An internship summary that discusses knowledge and skills gained through JAT 399.

Any work stemming from group activities or collaboration with others must include an explanation of the project and your role in its completion. Strive to produce a portfolio that focuses more on your individual efforts rather than those that resulted from collaborations because employers want to know what you can accomplish on your own.

Your goal should be to display only high-quality work in your portfolio. Please consult with your advisor for insight on how to select pieces that will best display the skills sought by hiring managers.

Portfolio content requirements by path:

Account management: _____

- ❖ 8 finished pieces that reflect professional competence in account management:
 - At least 1 of the 8 samples should reflect competence in media planning.
 - At least 2 of the 8 samples must reflect work completed during your JAT 399 internship.
 - At least 4 of the 8 samples should reflect individual efforts.

Creative: _____

- ❖ 8 finished pieces that demonstrate creative ability across a variety of media:
 - At least 2 of the 8 samples should be for print media.
 - At least 2 of the 8 samples should be for broadcast/electronic media.
 - At least 2 of the 8 samples must reflect work completed during your JAT 399 internship.
 - At least 4 of the 8 samples should reflect individual efforts.

Direct response: _____

- ❖ 8 finished pieces that reflect professional competence in direct response planning and execution:
 - At least 2 of the 8 pieces should relate to strategic planning and/or audience targeting.
 - At least 2 of the 8 pieces should be executions, preferably for multiple mediums
 - At least 2 of the 8 samples must reflect work completed during your JAT 399 internship.
 - At least 4 of the 8 samples should reflect individual efforts.

Public relations: _____

- ❖ 8 finished pieces that reflect professional competence in public relations:
 - At least 4 of the 8 pieces must be published, broadcast or delivered electronically to a mass audience via established media outlets.
 - At least 2 of the 8 pieces must be a press release.
 - At least 2 of the 8 samples must reflect work completed during your JAT 399 internship.
 - At least 6 of the 8 pieces must reflect individual work.

Some of your portfolio pieces may be generated in your ISC coursework. Here are some ideas of class projects that might be used for some of your portfolio content:

- ISC 161: Campaign assignment.
- ISC 261: Strategy statement, target profiles, press releases and press kit materials, direct response letters or brochures, print and support ad, radio script, television script and storyboard.
- ISC 311: personal ethics statement, ethics commentaries on ISC-related topics.
- ISC 321: discussion guides, written survey instruments, research proposals and outcome reports.
- ISC 331: creative briefs and strategies, print executions, broadcast executions, direct mail executions.
- ISC 341: news releases, feature articles, brochures, newsletters, campaign planning materials.
- ISC 351: campaign management plan, creative brief, situation analysis.
- ISC 361: Strategic direct response strategy & plan, target audience profiles supported by database research direct response executions.
- ISC 431: advanced creative executions, presentation materials, proposals and plans.
- ISC 441: campaign proposals, crisis plans, speeches, news releases, any published writing samples.
- ISC 451: comprehensive media plan, medium-specific media plans, media plan summaries and strategic proposals.
- ISC 461: creative direct response executions for broadcast, print, mail or online delivery.
- ISC 491: focus group discussion guides and research plans, campaign evaluation proposal, campaign executions.
- ISC 543: critical evaluations, essays on ISC's role in society.
- ISC electives (497 & 541), JOU electives and TEL electives: sales promotion executions and plans, graphic design layouts, television executions (video), audio production materials, multimedia executions, photo studies, law and ethics evaluations and commentaries, news stories and features, event planning materials, and other materials per special topic.
- JAT 399: consult with your advisor and the ISC internship coordinator to select appropriate samples of work completed in a professional setting.