

Department of Communication Advertising Portfolio Evaluation Form

Semester _____ Student's name _____

The portfolio identifies its author's **Career Focus** as:

- | | | |
|--|---|---|
| <input type="checkbox"/> Advertising/Market Research | <input type="checkbox"/> Marketing strategy | <input type="checkbox"/> Media strategy/planning/buying |
| <input type="checkbox"/> Account management | <input type="checkbox"/> Copywriting | <input type="checkbox"/> Design |
| <input type="checkbox"/> Creative Strategy | <input type="checkbox"/> Other _____ | <input type="checkbox"/> There is no clear focus |

	Function				
	Strongly agree	Agree	Not sure	Disagree	Strongly disagree

This portfolio...

<input type="checkbox"/> would help the author obtain an entry level position	SA	A	NS	D	SD
---	----	---	----	---	----

	Content				
	Strongly agree	Agree	Not sure	Disagree	Strongly disagree

This portfolio...

contains an adequate number of pieces in the author's area of concentration	SA	A	NS	D	SD
demonstrates an understanding of concepts and theories in the use of images and information	SA	A	NS	D	SD
demonstrates an understanding of professional ethics	SA	A	NS	D	SD
demonstrates critical thinking	SA	A	NS	D	SD
demonstrates its author can conduct research and evaluate information	SA	A	NS	D	SD
demonstrates its author can write correctly and clearly and to the intended target audience	SA	A	NS	D	SD
demonstrates its author can apply tools and technologies appropriate for his/her career focus	SA	A	NS	D	SD

	Presentation				
	Strongly agree	Agree	Not sure	Disagree	Strongly disagree

This portfolio...

<input type="checkbox"/> is aesthetically pleasing	SA	A	NS	D	SD
<input type="checkbox"/> has a consistent look	SA	A	NS	D	SD
<input type="checkbox"/> is well organized	SA	A	NS	D	SD

Specifics

Please give a grade to each of the following aspects of this portfolio:

Conducting and analyzing advertising and/or market research :
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Account management:
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Creative strategy
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Marketing strategy
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Writing and editing copy
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Advertisement design/execution
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Media strategy or planning/buying
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Campaign evaluation
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Ability to achieve communication goals across various media
<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> F <input type="checkbox"/> Not applicable

Please suggest below how to improve this portfolio (please use the back of this form if necessary):

Department of Communication **Public Relations Portfolio Evaluation Form**
 Semester _____ Student's name _____

	Function				
	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
This portfolio... ○ would help the author obtain an entry level position	SA	A	NS	D	SD
This portfolio... contains an adequate number of pieces to demonstrate the student's knowledge of the field	SA	A	NS	D	SD
demonstrates an understanding of concepts and theories in the use of images and information	SA	A	NS	D	SD
demonstrates an understanding of professional ethics	SA	A	NS	D	SD
demonstrates critical thinking	SA	A	NS	D	SD
demonstrates the student can conduct research and evaluate information about organizations/clients/publics	SA	A	NS	D	SD
demonstrates the student can write correctly and clearly to an organization's intended target audience(s)	SA	A	NS	D	SD
	Presentation				
	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
○ is aesthetically pleasing	SA	A	NS	D	SD
○ has a consistent look	SA	A	NS	D	SD
○ is well organized	SA	A	NS	D	SD

Specifics					
Please assign a grade to each of the following aspects of this portfolio:					
Writing and editing copy:					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Graphic design concepts/desktop publishing:					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Creative/unique attributes:					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Diverse/diversity of formats:					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Planning/execution of a public relations campaign					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	

This online portfolio/website:					
Is easy to navigate/move about					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Is aesthetically pleasing					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Has a consistent look					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
The student's portable drive:					
Contains the required number of samples to demonstrate the student's proficiency in writing and media graphics					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Has samples of work saved in an easy to access, well-organized format					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Would help the author obtain an entry level position					
<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F	
Please suggest below what improvements could be made to this portfolio: (please use the back of this form if necessary):					

Portfolio Review Form

Journalism Sequence
Department of Communication
University of Louisiana at Lafayette

NAME OF STUDENT _____
NAME OF REVIEWER _____
TITLE OF ORGANIZATION _____

On a scale of 1-20, 1 being the lowest, assign a numerical score in each of the following areas. Do not use decimals. Use "N/A" if necessary. Use the following guide in your evaluation.

1-5: This student's work is seriously lacking in the necessary writing and journalistic skills.

6-10: This student's work is below average and needs improvements, but shows potential.

11-15: This student's work is above average overall, with some minor deficiencies.

16-20: This student work's is exceptional and the student is ready for professional journalistic work.

1. Quality of leads _____
2. Quality of sources interviewed _____
3. Quality of quotes obtained _____
4. Quality of background information _____
5. Story organization _____
6. Completeness of information _____
7. Proper English usage _____
8. Punctuation _____
9. Adherence to AP style, if applicable _____
10. Originality _____
11. Clarity of writing _____
12. Aesthetics of writing style _____
13. Overall *quantity* of work contained in portfolio _____
14. Overall *quality* of work contained in portfolio _____

REVIEWER COMMENTS:

Departmental use: _____