

Portfolio Information

Majors graduate from our department with what it takes to be successful in the increasingly competitive field of communication. Not only have they gained knowledge in their particular concentration area – whether it be journalism, public relations, sports communication or visual communication – but they’ve also had a great deal of hands-on experience both in and outside of class.

Creating a Portfolio

The Communication department offers students a way to show off what they’ve done during their stay at Berry. Every Communication major is required to compile a portfolio as part of COM 450: Senior Seminar in Ethics and submit it for departmental review, grading, and approval. Portfolios are graded for creativity, style, organization, writing skills, professionalism, quality of research, and the student’s demonstrated competency in communication skills, knowledge, and techniques.

Portfolio requirements will assist the students in seeing how the knowledge and skills they have acquired and cultivated over four years have prepared them for entry into a competitive job market. Below are the requirements; students are encouraged to include more than the minimum.

► Journalism

1. Professional Resume
2. A revised *communication* research paper from Media Law, Communication Theory, or an alternative paper of similar length and depth
3. 7 published articles: A minimum of four of these must be hard news stories characterized by the news values of timeliness, impact, prominence, proximity, oddity and/or conflict. The remaining stories may be features, but should not include opinion pieces.
4. 3-5 published photos and/or page layout designs (samples must demonstrate good composition, technique, storytelling and/or creativity)
5. 2 published examples of multimedia storytelling (to qualify, you would need to be presenting information via multiple media – such as a text story with video/photo gallery, photo slideshow with sound bytes, Flash presentation of a news story or an edited video report that tells a story)
6. 1 sample of copy editing (so those reviewing portfolio can assess their work, students who submit stories they have edited must include copies of the stories both before and after they were edited)

► Public Relations

1. Professional Resume
2. A revised *communication* research paper from Media Law, Communication Theory, or an alternative paper of similar length and depth
3. 3-5 published articles or other published written materials
4. 2 news releases that comply with accepted practice
5. At least two samples that demonstrate some of the following evidence:

- A. Design, photography and/or videography skill as demonstrated through newsletters, brochures, websites, scripts, etc.
- B. 1 multimedia package (on CD and/or online)
- C. Strategic use of social media communication for an organization or cause
- D. Strategic research and analysis such as an extended case study, etc.

► **Sports Communication**

1. Professional Resume
2. A revised *communication* research paper from Media Law, Communication Theory, or an alternative paper of similar length and depth
3. You should minimally include materials from four of the categories below:
 - A. 5 sports photographs, at least three of which must be published
 - B. 3-5 published sports news stories
 - C. 2 sports-oriented news releases
 - D. 3-5 publication designs (brochures, newspaper pages, magazine spreads, marketing materials, etc.)
 - E. 2 published moving image sports-oriented projects (promotional video, video release, news story, training film, etc.)
 - F. Evidence of strategic social media communication for an organization or cause
 - G. Strategic research and analysis of a sports-oriented marketing or communication issue

► **Visual Communication**

1. Professional Resume
2. A revised *communication* research paper from Media Law, Communication Theory, or an alternative paper of similar length and depth
3. You should minimally include materials from four of the categories below:
 - A. 7-10 photographs, at least five of which must be published
 - B. 1 promotional script and 1 screenplay (minimum ten-minute screenplay)
 - C. 3-5 publication designs (brochures, newspaper pages, magazine spreads, marketing materials, etc.)
 - D. 2 published moving image projects (short film, promotional video, news story, etc.)
 - E. 2 published examples of multimedia storytelling (to qualify, you would need to be presenting information via multiple media – such as a text story with a video and slide show connecting to the story or a photo slideshow with sound bites)
 - F. 1 program proposal for a recurring moving image series OR 1 three-year business plan for a visual communication-related business