

JOURNALISM STAFF MEMBER PORTFOLIO: YEAR ONE

A CULMINATION OF YOUR PUBLICATIONS STAFF EXPERIENCE



RATIONALE: Publications courses are unique in that they allow for individualized and independent learning opportunities for all students who take part. However, in order to grow and improve as journalists and leaders, it is vital that we track the work we do within the team, monitor our learning and strive to exceed standards of publication excellence. Further, creating a personal record of growth and achievement assists in goal-setting and pursuit of future professional endeavors. With this ever-growing portfolio, you will document and reflect on your writing, photography, editing and multimedia contributions, in addition to collecting additional artifacts that will showcase not just the quantity of your work, but the quality with which you completed it.

■ SEMESTER 1 ■ SEMESTER 2

	PROCEDURE & POLICY <i>(10 points)</i>	PROFESSIONALISM <i>(10 points)</i>	VISUAL MEDIA <i>(20 points)</i>	VERBAL MEDIA <i>(20 points)</i>	WEB & CONVERGENT MEDIA <i>(20 points)</i>	REFLECTION & GOALS <i>(10 points)</i>	MISC. ARTIFACTS <i>(10 points)</i>
STAFF YEAR ONE: PORTFOLIO CONTENT	<ul style="list-style-type: none"> ■ ■ Copy of Student Handbook ■ ■ Copy of Student Handbook assessment(s) ■ ■ All notes from in-class mini-lessons; must be dated and legible 	<ul style="list-style-type: none"> ■ Individually write student journalist "Statement of Purpose" to analyze the role of yearbook, journalism and student journalists in a scholastic setting ■ Create a source email template or model (text only) ■ Create a thank-you card template or model (text only) ■ Construct and design a Q/A with fellow staffer (different staff role) ■ Construct and design a Q/A with fellow staffer (same staff role) ■ Design a resume with your unique qualifications ■ Develop & design a detailed job description 	<ul style="list-style-type: none"> ■ ■ Copy of all spreads with personal analysis of contribution and overall work ■ ■ Top photos contact sheet (Photographers: top 30/semester; Reporters: top 10/semester) ■ Design an "All About You" spread (must have all necessary spread content) ■ ■ A contact sheet of your best daily photo roll for the semester; include a brief explanation of your daily photo process and why you selected this set ■ Design an "All About Yearbook" spread (must have all necessary spread content) 	<ul style="list-style-type: none"> ■ ■ Copy of something you've edited for a fellow staffer (min of one/semester) ■ ■ Copy of something someone has edited for you; accompany with your corrected version ■ ■ Minimum of five captions/semester with photos attached (written and photographed by you) 	<ul style="list-style-type: none"> ■ ■ Copy of two enterprise assignments (adviser will provide assignment sheets at the appropriate time for this portion); one/semester ■ ■ All six pieces that you created as a member of the web team; semester dependent upon your assigned grading period; include website screen shots for those that were published online 	<ul style="list-style-type: none"> ■ ■ Copy of staff goals with individual contribution reflection attached (one reflection/semester) ■ ■ Copy of one personal goal/semester with all associated reflections to assess/gauge progress ■ Semester one staff evaluation ■ Semester two yearbook evaluation 	<ul style="list-style-type: none"> ■ ■ Minimum of 7 artifacts per semester that document, display or exemplify your best work/effort of the school year; will vary from student to student and role to role

YEARBOOK STAFF MEMBER SUMMATIVE PORTFOLIO RUBRIC: YEAR ONE



A CULMINATION OF YOUR PUBLICATIONS STAFF EXPERIENCE

	PROCEDURE & POLICY <i>(10points)</i>	PROFESSIONALISM <i>(10points)</i>	VISUAL MEDIA <i>(20points)</i>	VERBAL MEDIA <i>(20points)</i>	WEB & CONVERGENT MEDIA <i>(20points)</i>	REFLECTION & GOALS <i>(10points)</i>	MISC. ARTIFACTS <i>(10points)</i>
HIGHLY EFFECTIVE <i>(10 / 20)</i>	Artifacts demonstrate an excellent understanding of publications staff procedure and policy.	Artifacts demonstrate an excellent understanding and practice of journalistic professionalism.	Work demonstrates an excellent understanding of visual media, including photography and design packaging.	Work demonstrates an excellent understanding of high quality verbal media, including feature stories, captions, headlines, etc.	Work demonstrates an excellent understanding of the creation and production of high quality web and convergent media packages.	Work demonstrates strong goal-oriented thinking and planning, including thoughtful reflections on personal and staff progress.	(Comments:)
EFFECTIVE <i>(9-8 / 19-18)</i>	Artifacts are good, but violate one or two areas of publications staff procedure and policy.	Artifacts are good, but violate one or two areas in the understanding and practice of journalistic professionalism.	Work is good, but violates one or two rules that dictate the quality of visual media, including photography and design packaging.	Work is good, but violates several areas relevant to high quality verbal media, including feature stories, captions, headlines, etc.	Work is good, but violates one or two areas in the creation and production of high quality web and convergent media packages.	Work demonstrates good goal-oriented thinking and planning, including thoughtful reflections on personal and staff progress, but may not be as thorough as necessary.	(Comments:)
NEEDS IMPROVEMENT <i>(7-6 / 17-16)</i>	Artifacts are below average; violate several areas of publications staff procedure and policy.	Artifacts are below average; violate several areas in the understanding and practice of journalistic professionalism.	Work is below average; violates several areas relevant to the production of the quality of visual media, including photography and design packaging.	Work is below average; violates several areas relevant to high quality verbal media, including feature stories, captions, headlines, etc.	Work is below average; violates several areas in the creation and production of high quality web and convergent media packages.	Work demonstrates below average goal-oriented thinking and planning, and includes weak reflections on personal and staff progress; likely not as thorough as necessary.	(Comments:)
INEFFECTIVE <i>(5 / 15)</i>	Artifacts are poor; violate most/all areas of publications staff procedure and policy.	Artifacts are poor; violate most/all areas in the understanding and practice of journalistic professionalism.	Work is poor; violates most/all areas relevant to the production of the quality of visual media, including photography and design packaging.	Work is below average; violates several areas relevant to high quality verbal media, including feature stories, captions, headlines, etc.	Work is poor; violates most/all areas in the creation and production of high quality web and convergent media packages.	Work demonstrates poor goal-oriented thinking and planning, and includes weak reflections on personal and staff progress; lacks detail and thoughtful analysis.	(Comments:)
N/A <i>(0)</i>	Evidence of effectiveness does not exist; student did not provide any required artifacts.	Evidence of effectiveness does not exist; student did not provide any required artifacts.	Evidence of effectiveness does not exist; student did not provide any required artifacts.	Evidence of effectiveness does not exist; student did not provide any required artifacts.	Evidence of effectiveness does not exist; student did not provide any required artifacts.	Evidence of effectiveness does not exist; student did not provide any required artifacts.	Evidence of effectiveness does not exist; student did not provide any required artifacts.

COMMENTS:

TOTAL: _____

JOURNALISM STAFF MEMBER PORTFOLIO: YEAR TWO

A CULMINATION OF YOUR PUBLICATIONS STAFF EXPERIENCE



RATIONALE: Publications courses are unique in that they allow for individualized and independent learning opportunities for all students who take part. However, in order to grow and improve as journalists and leaders, it is vital that we track the work we do within the team, monitor our learning and strive to exceed standards of publication excellence. Further, creating a personal record of growth and achievement assists in goal-setting and pursuit of future professional endeavors. With this ever-growing portfolio, you will document and reflect on your writing, photography, editing and multimedia contributions, in addition to collecting additional artifacts that will showcase not just the quantity of your work, but the quality with which you completed it.

■ SEMESTER 1 ■ SEMESTER 2

	PROCEDURE & POLICY <i>(10 points)</i>	PROFESSIONALISM <i>(10 points)</i>	VISUAL MEDIA <i>(20 points)</i>	VERBAL MEDIA <i>(20 points)</i>	WEB & CONVERGENT MEDIA <i>(20 points)</i>	REFLECTION & GOALS <i>(10 points)</i>	MISC. ARTIFACTS <i>(10 points)</i>
STAFF YEAR ONE: PORTFOLIO CONTENT	<ul style="list-style-type: none"> ■ ■ Copy of Student Handbook ■ ■ Copy of Student Handbook assessment(s) ■ ■ All notes from in-class mini-lessons; must be dated and legible 	<ul style="list-style-type: none"> ■ Write a letter to the student body explaining the theme of the yearbook for this year and expressing why they should purchase a copy ■ Construct and design a Q/A with fellow staffer (different staff role); design the final product ■ Construct and design a Q/A with fellow staffer (same staff role); design the final product ■ Design a resume with your unique qualifications ■ Develop a detailed job description (leaders: include job manual and letter to replacement) 	<ul style="list-style-type: none"> ■ ■ Copy of all spreads with personal analysis of contribution and overall work ■ ■ Top photos contact sheet (Photographers: top 30/semester; Reporters: top 10/semester) ■ ■ A contact sheet of your best daily photo roll for the semester; include a brief explanation of your daily photo process and why you selected this set ■ ■ Design three distinctly different infographics that pertain to the yearbook (three/semester; only one quote collection/semester) 	<ul style="list-style-type: none"> ■ ■ Copy of something you've edited for a fellow staffer (min of two/semester - only one may be class edits) ■ ■ Copy of something someone has edited for you; accompany with your corrected version ■ ■ Copy of something you've written either for the book or the website; provide a thorough analysis of your writing process for the piece (cannot appear elsewhere in your portfolio) ■ ■ Minimum of five captions/semester with photos attached (written and photographed by you) 	<ul style="list-style-type: none"> ■ ■ Copy of two enterprise assignments (adviser will provide assignment sheets at the appropriate time for this portion); one/semester ■ ■ All six pieces that you created as a member of the web team; semester dependent upon your assigned grading period; include website screen shots for those that were published online 	<ul style="list-style-type: none"> ■ ■ Leaders only: Copy of staff goals with individual contribution reflection attached (one reflection/semester) ■ ■ Copy of one personal goal/semester with all associated reflections to assess/gauge progress ■ Semester one staff evaluation ■ Semester two yearbook evaluation 	<ul style="list-style-type: none"> ■ ■ Minimum of 10 artifacts per semester that document, display or exemplify your best work/effort of the school year; will vary from student to student and role to role

YEARBOOK STAFF MEMBER SUMMATIVE PORTFOLIO RUBRIC: YEAR TWO



A CULMINATION OF YOUR PUBLICATIONS STAFF EXPERIENCE

	PROCEDURE & POLICY <i>(10points)</i>	PROFESSIONALISM <i>(10points)</i>	VISUAL MEDIA <i>(20points)</i>	VERBAL MEDIA <i>(20points)</i>	WEB & CONVERGENT MEDIA <i>(20points)</i>	REFLECTION & GOALS <i>(10points)</i>	MISC. ARTIFACTS <i>(10points)</i>
HIGHLY EFFECTIVE <i>(10 / 20)</i>	Artifacts demonstrate an excellent understanding of publications staff procedure and policy.	Artifacts demonstrate an excellent understanding and practice of journalistic professionalism.	Work demonstrates an excellent understanding of visual media, including photography and design packaging.	Work demonstrates an excellent understanding of high quality verbal media, including feature stories, captions, headlines, etc.	Work demonstrates an excellent understanding of the creation and production of high quality web and convergent media packages.	Work demonstrates strong goal-oriented thinking and planning, including thoughtful reflections on personal and staff progress.	(Comments:)
EFFECTIVE <i>(9-8 / 19-18)</i>	Artifacts are good, but violate one or two areas of publications staff procedure and policy.	Artifacts are good, but violate one or two areas in the understanding and practice of journalistic professionalism.	Work is good, but violates one or two rules that dictate the quality of visual media, including photography and design packaging.	Work is good, but violates several areas relevant to high quality verbal media, including feature stories, captions, headlines, etc.	Work is good, but violates one or two areas in the creation and production of high quality web and convergent media packages.	Work demonstrates good goal-oriented thinking and planning, including thoughtful reflections on personal and staff progress, but may not be as thorough as necessary.	(Comments:)
NEEDS IMPROVEMENT <i>(7-6 / 17-16)</i>	Artifacts are below average; violate several areas of publications staff procedure and policy.	Artifacts are below average; violate several areas in the understanding and practice of journalistic professionalism.	Work is below average; violates several areas relevant to the production of the quality of visual media, including photography and design packaging.	Work is below average; violates several areas relevant to high quality verbal media, including feature stories, captions, headlines, etc.	Work is below average; violates several areas in the creation and production of high quality web and convergent media packages.	Work demonstrates below average goal-oriented thinking and planning, and includes weak reflections on personal and staff progress; likely not as thorough as necessary.	(Comments:)
INEFFECTIVE <i>(5 / 15)</i>	Artifacts are poor; violate most/all areas of publications staff procedure and policy.	Artifacts are poor; violate most/all areas in the understanding and practice of journalistic professionalism.	Work is poor; violates most/all areas relevant to the production of the quality of visual media, including photography and design packaging.	Work is below average; violates several areas relevant to high quality verbal media, including feature stories, captions, headlines, etc.	Work is poor; violates most/all areas in the creation and production of high quality web and convergent media packages.	Work demonstrates poor goal-oriented thinking and planning, and includes weak reflections on personal and staff progress; lacks detail and thoughtful analysis.	(Comments:)
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