

# **BC 497 Senior Broadcasting Major Portfolio Guidelines**

## **Catalog Description**

- BC 497 Senior Portfolio Exam (0):
- Broadcasting majors will complete a portfolio, which may include refined projects from broadcasting classes and internship, documentation, a reflection paper, and a current resume.
- Prerequisites: Broadcasting senior. Graded S/U

## **Course Requirements**

- All broadcasting majors must present a DVD portfolio of their work to the broadcasting faculty and any undergraduate students who wish to attend.
- BC497 is a core course required by all broadcasting majors.
- The portfolio and its presentation must be successfully completed to graduate from the program.
- The portfolio will aid the broadcasting student with ready material to showcase to potential employers in mass media.
- Broadcasting students unfamiliar with DVD authoring are strongly encouraged to take BC 430 Multimedia Design the semester before they graduate.

## **Transmittal Sheet**

- All work to be presented must first be submitted and approved by the broadcasting faculty using the BC 497 Senior Portfolio Transmittal Sheet.
- Any work that has not been evaluated and approved by the broadcasting faculty will not be accepted.
- Faculty signature on the portfolio transmittal sheet indicates that the example of work has been evaluated and approved for submission in the portfolio.

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## Portfolio Media Requirements

- Two examples of work from BC 322 or BC 327
  - BC 322 examples include news intro, final project, and productions from University Television with the approval of the instructor
  - BC 327 examples include audio teases, public service announcements, commercials, air checks, liners & special projects with the approval of the instructor
- Two examples of work from BC 324
  - Your two examples will feature your reporting, ENG skills, or one of each
  - Reporting packages need to include reporter narration, sound-bite(s), and stand-up
  - ENG packages need to include your camera and editing work
- Two examples of work in either BC 422, BC 426, or BC 427 or any combination of two examples from these 400 level classes
  - BC 422 examples include a mix-down version of producing and directing in 2 and 30-minute versions with a rundown
  - BC 426 examples include an edited 2-minute segment of your remote production position, edited 2-minute segment of your sports beat footage, or any special project with the approval of the instructor
  - BC 427 examples include program segments, feature, public affairs package, promotion, or special project with the approval of the instructor
- Two examples of scripts from BC 224, BC 321, BC 324, or BC 421 or any combination of these classes.
  - Scripts must be original work
  - BC 324 scripts must be written for radio
  - Inclusion of actual audio file with the script is recommended
- Two writing examples from BC 221, BC 323, BC 328, BC 401, BC 425, BC 480, or BC 494
  - Writing material must be thoroughly checked for spelling and grammatical errors
- Optional:
  - Up to three examples of work done in other BC classes including BC 420, BC 428, BC 430
    - BC 420 - A slideshow of five news/sports graphics with 3D animation
    - BC 428 - A slideshow of screen captures of your portfolio web site and storied written for WWIR Online
    - BC 430 - A slideshow of screen captures of your client project

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## Portfolio Documentation Requirements

- Current resume highlighting your
  - Education
  - Experience
  - Special skills
  - Current references
  - Resume must be typed, checked for spelling, grammar, and then proofread by faculty before submission
- Reflection paper
  - The paper should discuss how the student's course work has fostered the development of his/her professional and career goals upon graduation.
  - Paper criteria:
    - Length: 1-2 pages
    - Clearly written and logically organized
    - Orderly presentation of ideas
    - Demonstrate proficiency in written communication skills
  - Reflection paper must be typed, checked for spelling, grammar, and then proofread by faculty before submission
- Documentation sheet
  - Lists all the examples on your media resume and any other additions to your portfolio.
  - The documentation sheet must be checked for spelling, grammar, and then proofread by faculty before submission.

## Portfolio Presentation:

- All broadcasting majors graduating will present their portfolio to the Broadcasting faculty and any undergraduate students who wish to attend the semester before they graduate
- All students will present their finished portfolio shortly after midterm the semester prior to graduation
- The student will discuss their work and accept any questions the audience may have after the presentation
- In the event the student's portfolio or its presentation is deemed unacceptable to the broadcasting faculty, the student will need to reschedule a time to present their portfolio again
- Factors that may cause the portfolio or its presentation to be unacceptable:
  - Contents of the portfolio are not complete
  - Item or items selected for the portfolio are deemed inappropriate or of poor quality
  - The student is unprepared to present the material in their portfolio