

STC/STA SENIOR PORTFOLIO RUBRIC

Professional Appearance

_____ VISUAL CONSISTENCY, rhetorically compelling typeface and labels carrying through all portfolio sections, unifying them consistently

_____ PROFESSIONAL PACKAGING, displaying a design ideally suited for the work or position being sought

Organization

_____ TITLE PAGE, containing a title; the student's name; major, minors, and/or certificates; a contact phone number; an address; an email address, and an expected date of graduation

_____ TRANSMITTAL LETTER, indicating the professional nature of the portfolio contents and showing sensitivity to the needs of its multiple audiences

_____ ARRANGEMENT, illustrating the ability to anticipate users' needs for easy access and usability

Content

_____ BRIEF INTRODUCTIONS, immediately preceding each sample and establishing the rhetorical approach(es) taken in design and production

_____ A WRITTEN SCIENTIFIC OR TECHNICAL DOCUMENT, foregrounding analysis appropriate to audience and purpose, a lucid and refined style, and distinctive composition and design

_____ A WRITTEN DOCUMENT, RELATED SUBJECTS OR PATHWAYS, foregrounding analysis appropriate to audience and purpose, a lucid and refined style, and distinctive composition and design

_____ AN ELECTRONIC OR VIDEO PRODUCTION, confirming a command of the media and insightful understanding of how to use it to meet users' needs

_____ A WRITTEN DOCUMENT, OR ELECTRONIC, OR VIDEO PRODUCTION SELECTED BY THE STUDENT, displaying particular abilities, interests, or expertise in ways that make them useful and engaging for the users

STC/STA SENIOR PRESENTATION RUBRIC

_____ AN ORAL PRESENTATION, validating the ability to communicate rhetorical sensitivities and professional skills as well as to respond to audience questions and needs extemporaneously