

Basic Advertising Portfolio Guidelines List

As an Advertising Major, the student must obtain a portfolio binder from their day of acceptance into the major and start filling it in as they create work in the Department of Communication. (See the acceptable portfolio binders below followed by the grading form by which your portfolio will be graded). **In addition**, since students will be creating all of their work on a computer, upon completion of the capstone course (COM4400) they must create a portfolio on CD and/or post it on the Internet. There are many proper ways to achieve this, so the student must be sure to check with their COM4400 advertising faculty on proper ways to build an electronic portfolio.

The portfolio must contain the following to meet requirements.

All Tracks (Creative and Business)

1. Resume & Sample Cover Letters (General and "T" Letter styles)
2. Business Card (Self printed using business card paper is acceptable)
3. Papers and projects from other communication classes, including:
 - a. COM1200, 2300 and 2700 Foundations Courses
 - b. Theory & Practice of Persuasion
 - c. Internet Communication/Studies
 - d. Communication Law
 - e. Communication Research Methods
 - f. International Advertising
 - g. Marketing Courses Projects/Papers
4. Any awards, certificates, achievement recognitions

Plus . . .

Creative Track:

Assuming completion of COM3010 (Gonce Format) and COM3302 (Bodo Format).

Minimum

1. Copy for and Layout of 10 Print ads
2. 2 TV Commercial Scripts and 2 TV Storyboards (8.5 x 11 version)
3. 2 Radio Commercial Scripts
4. At least two produced Radio Commercials on CD or DVD
5. 2 Alternative Media ads (Web, Out-of-Home, Guerilla)
6. 1 Point of Purchase Item (Display, Sticker, Catalog, Coupon, etc.)
7. 1 brochure
8. 1 Presentation from Copywriting, and 1 from Ad Campaigns
9. 1 Creative Brief and or 1 Campaign Plans Book(S)

Additional

1. Produced TV Commercial on DVD
2. Additional Print Materials
3. Digital Outdoor
4. Transit
5. Interactive (electronic or print)
6. Direct Response (Mail, Video, Infomercial, Internet)

Business (Account/Media) Track:

Elements from Media Planning, Media Sales, Marketing, and the Advertising Campaigns Course Plan

Plus

1. Situation Analysis Examples
 - a. Campaign Strategy Document
 - b. Communication Strategy Documents
 - c. Positioning Statement Example(s)
 - d. Example Campaign and communication objectives
 - e. New business presentation script/slides
2. Media Strategy
 - a. Planning Project Example(s)
 - b. Media Mix Example(s)
 - c. Media Schedule and Spreadsheet(s)
3. Media Sales
 - a. At least one sales presentation
4. Media Analysis
5. Account Management description (of your tasks in project(s))
6. Account executive or Media Planner/Sales Report(s)

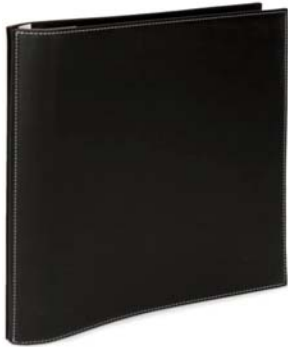
Backups and Additional Materials (From either or both tracks)

1. Thumbnails, sketches,
2. Internship report(s)
3. Samples from Internship work
4. Other writing or graphic work
 - a. Articles, stories, press releases, etc.
 - b. Sketches, designs, logos, illustrations
 - c. Plans Book from Crisis Communication Course
 - d. Other course projects
 - e. Certifications

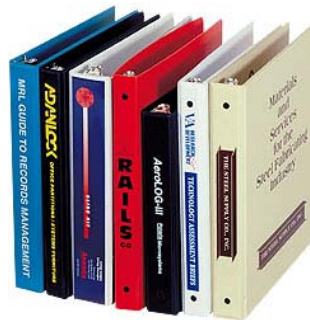
Acceptable and Unacceptable Portfolio Choices

Acceptable

- Sizes : 9x12 Minimum, 11x17 Maximum
- Cost: \$8 to \$60 depending on size and type.
- Folios are available at Art Supply Stores, Office Supply Stores and at the University Book Store.



Not Acceptable



Electronic Portfolio

Electronic portfolios must be structured according to the professor's templates and specifications and can be presented on a CD/DVD or via the Internet. HTML, J-Album, and PowerPoint are three options. There are others. One free Internet option is as follows:

http://www.coroflot.com/public/login_createport.asp

SENIOR ASSESSMENT: PORTFOLIO CHECKLIST/EVALUATION – ADVERTISING

Name of Student: _____

ID# _____

Product	Description	Source	Score (1 - 5)
Resume	Professional 1-Page (2 Max) With Name, Address, phone, email, education, related experience, work experience, activities, community service, interests, and awards.	COM4400 & Career Center	
References	Professional 1-Page format attached to resume (3-5 names. Titles, positions, contact address, phone, email and fax #s)	Same as Resume	
Cover Letter	Professional one page. Two versions (One T-letter and one general cover letter)	Same as resume	
Portfolio	Per the provided list in this document.	COM2618, COM3010, COM2700, COM3200, COM3640, COM3302, COM4400, COM4040 & Misc.	
Campaign Plansbook	Complete Advertising Campaigns Plansbook	COM4400 plus Mini Plansbook from COM3302	
Media Plan	Complete Media Plan and Budget	COM3640 & COM4400	
Other Projects	Samples of work from Internships, Community Service, The Ad Club, Contests and consulting.		
		Average Score	

Note to faculty: Please make a copy of this completed form for your file and submit the original to Roger Bodo. The portfolio is returned to the student.

Faculty Signature: _____ **Date:** _____