<table>
<thead>
<tr>
<th>Learning Goals</th>
<th>What you should know /understand/be able to do. Broad, general statements, learning directions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Objectives</td>
<td>They define how the goals will be achieved, what specific things you have to do. They are concrete, measurable, and tied to specific assignments, knowledge, skills, and behaviours you need to demonstrate in the assignments.</td>
</tr>
<tr>
<td>Assignments</td>
<td>How we know you met the goals/objectives (evidence)</td>
</tr>
<tr>
<td>Assessment</td>
<td>How your learning will be measured</td>
</tr>
</tbody>
</table>
| **Formative Assignments** | They are not graded, but are designed to scaffold summative assignment. Their purpose is to monitor your progress and give you feedback so that you can improve learning. They indicate to your tutor where you are struggling and what you need the help with.  
Use them in your monthly progress discussions.  
Your formative assignments = Reflective Journal entries. |
<table>
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<tbody>
<tr>
<td><strong>Summative Assignments</strong></td>
<td>They are obligatory and graded.</td>
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</table>
What you are required to do:

● **PROGRESS PORTFOLIO PRESENTATION**
  (graded): slides 19-36

● **REFLECTIVE JOURNAL ENTRIES**
  (not graded): slides 36-38
The learning goals we aim for in this section are that you:

- Understand your professional development process (KNOWLEDGE)
- Develop professional presentation skills and self-promotion skills (SKILLS)
- Develop career awareness and direction (ATTITUDE)
Therefore, your objectives will be to:

- Create portfolio by applying media literacy skills to showcase, document, and reflect on professional development.

- ICM Competencies: Analyzing, Evaluating, Developing and Designing, Professional Behaviour
→ Build Portfolio on a media platform of choice and demonstrate technical and presentation skills (C4c).

→ Justify the selection of works by explaining their significance to personal career and professional learning goals (C7c, C9c).
→ Describe projects comprehensively by identifying their objectives, challenges, and contribution to the organisation (C1c).

→ Document learning process by collecting evidence from different phases of projects development (C1c).
Learning Objectives >
PROGRESS Portfolio Presentation

*C+#= ICM Competency #; c= the level of independence/at ‘c’ level, you perform the assignment independently, and at ‘b’, with some guidance.

Action verbs: apply, create, collect evidence, describe, explain significance, document, identify, justify.
Bloom: applying, analysing, evaluating, synthesizing
Learning objectives of journal entries specific to this Assignment are: (you can also devise your own):

→ Explore career of interest by job-shadowing (C2c, C9c)
→ Analyze and evaluate learning by applying of Edward De Bono’s reflection model (C1c, C7c, C9c)

Action verbs: analyse, explore, evaluate, write reflectively
Bloom: applying, analysing, evaluating
## Assessment Criteria > PROGRESS Portfolio Presentation

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Portfolio statement formulates the purpose of Portfolio in terms of your personal career/work placement goals.</td>
<td>15%</td>
</tr>
<tr>
<td>• Projects and assignments are presented and described according to the guidelines. Organisation of Portfolio is well thought-through, and represents diverse set of competencies. Selected works demonstrate achievement of the goals.</td>
<td>40%</td>
</tr>
</tbody>
</table>
There is a variety of evidence, from different phases of your work, to enable tutor to access your learning process. All items are accompanied with a short explanation of their purpose and significance.

- You demonstrate excellent technical skill in the execution of Portfolio. It has an appealing design, is easy to navigate, and has no broken links or missing pages.

<table>
<thead>
<tr>
<th>Assessment Criteria &gt; PROGRESS Portfolio Presentation</th>
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<tbody>
<tr>
<td>- There is a variety of evidence, from different phases of your work, to enable tutor to access your learning process. All items are accompanied with a short explanation of their purpose and significance.</td>
<td>20%</td>
</tr>
<tr>
<td>- You demonstrate excellent technical skill in the execution of Portfolio. It has an appealing design, is easy to navigate, and has no broken links or missing pages.</td>
<td>25%</td>
</tr>
</tbody>
</table>
→ Progress Portfolio Presentation is due in week 10, as a part of the Progress Portfolio.

→ Your journal entries should be a part of your monthly progress discussions.
Preparation: FREE TEMPLATES

- Find free Adobe InDesign or Photoshop Templates to quick-start your Portfolio:
  - Find free print design templates
  - How to find free Adobe InDesign templates
  - PSD Templates

- Free Wordpress Themes: Free from ColorLib

(*note: these go quickly off line or change, so do not get frustrated if the links get broken meanwhile, but search on your own).
Preparation: TUTORIALS

- Layout Tutorial: Create Interactive PDF Portfolio
- Example of interactive Portfolio from Behance
- Adobe InDesign Portfolio Tuts: TV-Adobe.com
- How to create Portfolio, AIGA
Preparation: ICM YOUTUBE

- Portfolio Playlist on ICM WP YouTube channel (collection of tutorials and examples)
- Wordpress Playlist on ICM WP YouTube channel (tutorials)
Task Description: Progress Portfolio Presentation

- Your challenge is to put together examples of your work placement projects/assignment that present your professional development over the course of 20 weeks. Portfolio should tell – showcase – your own story of learning. It must have **three parts**:
  1. Portfolio Statement
  2. Works Showcase with Descriptions/Annotations
  3. Evidence of Learning Process
Task Description: Progress Portfolio Presentation

1. Write Portfolio Statement

- In this section, you connect your career goals, and your placement goals.
- What profession you are building to (e.g. to be a media advisor, marketing specialist, copywriter)? [If you do not have clear career goals, you at least have a set of competencies you want to develop]
1. Select the key competencies you practiced so far, of importance for your stated goals.

2. Provide projects/assignments that illustrate the competencies (at least 4)
   (Follow the example in the next slide)
Task Description: Progress Portfolio Presentation

2. Select Your Works

A = Designing (Projects: blog, design collaterals, survey, interview, research report)

B = Implementation (Projects: social media strategy and explanation of how you implemented it and how it worked out)

C = Professional Behaviour > Communication/Persuasion (Projects: idea proposal or personal reflection on a situation that proves your persuasion skills; A clear and reasoned line of argument you developed to support your idea in a meeting.)
2. Describe Your Works

- Each project should be accompanied with **short but informative** description (500-600 words per project) according to the guidelines described here. Please respect confidentiality policy and discuss with your supervisor what information you can disclose. **You must be able to show us some works for otherwise we will not be able to grade your progress.** Not all the work must be completed.
2. Describe Your Works

- **Project title and timeline** (the starting and ending dates).
- **Project evidence:** a visual (e.g. images of brochure layout, a web layout linked to a website, embedded video, image with the link to a social media landing page etc.), text (e.g. link to a blog post or article), presentation (e.g. campaign proposal slides embedded), photos of the event or campaign you implemented etc.
Task Description:
Progress Portfolio Presentation

2. Describe Your Works

- **Project description:** Brief background information of the assignment. What was it about? What were the objectives? (you can take this part from your Projects Overview Table)
- **Contribution:** How did it benefit the organisation?
- **Responsibilities:** Who participated, and what was your role and responsibility?
2. Describe Your Works

- **Steps**: Outline the key activities and steps; How did you carry out the assignment? (in bullet points, or by using visual analysis tools e.g. concept and mind map)
- **Challenges encountered**: Describe what was the challenge of the assignment. E.g. was it a specific skill you had to apply? Respect the organisation’s policy? A difficult deadline you had to meet? etc.
2. Describe Your Works

- **Obstacles encountered**: reflect on drawbacks in your assignments to demonstrate how you are able to learn from your mistakes.
- Explain how selected works link to your professional development. Did you have previous experience with this type of project? What was your learning curve like?
Finally, include the hyperlink to relevant reflection entries from your journal for more up-close detail of your experience.

(Think of your project descriptions as mini case studies, look up to other professional portfolios to learn from them)
We should be able to read your Portfolio from different aspects, e.g. creative, strategic thinking, research, depends on what you want to highlight about yourself.

Be selective and choose carefully and thoughtfully what to present.
3. Collect Evidence of Learning Process

- ‘Evidence’ refers to all the documents, designs, concepts and other output you gathered during your learning/design/creation process. E.g. if you have created a website, you first had to brainstorm and make a moodboard or wireframes. If you created a presentation, you probably first drafted a list of criteria, based in persuasion strategies etc.
In other words, not everything is about your finished products but also how you got there. Evidence you submit in this section is a window to this learning path. Documenting will help you to reflect critically on your work-in-progress, or in retrospect what could have been done differently.
3. Collect Evidence of Learning Process

- Include evidence from different phases of carrying out each of the showcased project. Each piece must be accompanied with a short explanation – what was it for, what did it help you with, and what did you learn. This will help us the best to access your learning experience and how you went about it.
You can include (not an exclusive list):

- a podcast of an interview with a professional in your field
- interview notes
- field and observational notes
- excel sheet you built to conduct social media listening assignment
- visualizations / infographics of what job-specific competencies reflect in your projects
- brainstorming sketches
- bookmarking folder where you collected your sources
- concept-maps, timeline, evidence of planning the project
- list of vocabulary you learned
- assessment sheet you developed for your assignment (e.g. what makes your presentation good?)
- critical questions that popped up
- survey you created
- photographs of an event you organized
- social media monitoring templates you build for your social media campaign
- checklists
- memorabilia (e.g. photos from an event you organised)
Task Description: Progress Portfolio Presentation

On which platform to build Portfolio

- **Wordpress**: follow the formatting example [HERE](#)
- **InDesign** (you can build an interactive PDF, by following tutorials we provided)

- You can also try: [SquareSpace](#)  [Behance](#)  [Carbonmade](#)  [BigBlackBag](#)
Task Description: Progress Portfolio Presentation

- Whatever platform you choose you **must show the technical mastery** and your Portfolio must look professional and presentable.
Preparation: RESOURCES

● Job Shadowing
  http://www.jobshadow.com/categories/
  (Database of “first hand accounts of ‘job shadows’ of real people and real jobs”)
● You can also ‘job shadow’ through LinkedIn
  https://www.linkedin.com/title/marketing-job-shadow

● De Bono’s 6 Thinking Hats explained
● Edward De Bono 6 Thinking Hats on VIMEO
1. ‘Job Shadow’ for Career Exploration

- As you know, you are required to keep journal of your work placement activities on a weekly basis. Relevant to this assignment would be an entry about Job Shadowing, to explore what knowledge, skills, and personal attributes are expected to have in your profession or what can get you ahead in that career. (See ‘Preparation’ section for resources on how to do it).
2. Apply Edward De Bono 6 Thinking Hats to Assess Project

- Apply this reflection model to some of your journal posts about assignments you showcased in your Portfolio. (See ‘Preparation’ section for resources)
3. Reflect on Feedback

- Include a few comments (2-3) for each project from your supervisor and colleagues and reflect on them. The eligible feedback must be balanced and not be merely a subjective statement or general impression (e.g. ‘a great job’ ‘she was a great colleague’), but include specific and thoughtful observations about your work, criticism or suggestions for improvements.
4. Mind Map or Concept Map

- Make a mind or concept map to grasp what you need to do to complete your assignment successfully.