

Lesson Plan

Digital Portfolio

Project Summary

Students will produce an online portfolio that demonstrates the work that they are capable of producing. It's increasingly more important to have a current online video portfolio. Gone are the days of sending out DVD demo reels. Today, the ability to show college admission representatives, prospective employers or clients' work samples quickly may mean the difference between landing your dream college, new jobs or losing to a competitor.

Total Project Time - 8+ hours

- Standards: STN F4.1-F4.5
- Subject/Pathway/Industry
 - A/V Technology & Film Career Pathway (CTE)
 - Broadcast Journalism

Performance Objectives

PRE-PRODUCTION GOALS

1. Students will determine a website to build their portfolio. Some free website building programs can be found at wix.com, [Google sites](http://Google.com/sites), or wordpress.com
2. Students will determine a targeted market. Who will see this page? This will determine what video work that is highlighted.

PRODUCTION GOALS

1. Students will create a demo reel that can be used as a centerpiece for their portfolio to highlight quick glances of their best work.
2. Students will design their site to include pages such as a resume page, contact page, a bio/ about page, my work page and a main page with a demo reel.
3. Students will use embed codes to link hosted videos from Youtube or Vimeo to their page.



POST-PRODUCTION GOALS

1. Students will present their final portfolio to the class and receive peer feedback.

Resources & Equipment

1. Computer with editing software
2. Internet access
3. Student's previous work

Assessment

[Portfolio Rubric](#)

Contact

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Handout

Online Portfolio Practicum Exam

Group _____ Period _____

Students will produce an online portfolio that demonstrates the work that they are capable of producing for a potential employer. The portfolio will be staged on a website and submitted through email. The following rubric will be used to determine each student's grade.

Necessary pages to Include:

1. Contact Page
2. My Work Page
3. Resume Page
4. Professional Objective Page

Other pages could include:

- Letters of Recommendation
- Certificates
- Newspaper articles
- Other material that might benefit for college admissions and/or employer

Rubric

Online Portfolio Practicum Exam

Group _____ Period _____

	Achieved (3)	Satisfactory (2)	Developing (1)	No Effort (0)
Targeted Market	The portfolio was designed with a clear theme for a targeted market.	The portfolio featured a theme but did not seem targeted for a particular market.	The portfolio attempted a theme but was unclear.	
Friendly Usability	Pages were easily accessible and clearly labeled. All links and embedded video were linked and fully functional.	Pages were accessible and labeled. All links and embedded video were linked and fully functional.	All pages were not accessible and labeled. Some links and embedded video were linked and functional.	
Portfolio Plan	The portfolio demonstrates a well-organized plan with current material grouped and structured within the site.	The portfolio demonstrates a plan with material grouped and structured within the site.	The portfolio does not demonstrate a clear plan in place.	
Scope of Work	Work showed student's best work through 8-15 different video segments.	Work showed a combination of student's strengths and weaknesses through 8-15 video segments.	Work did not highlight the student's strengths and/or did not provide enough evidence by supplying the required number of segments.	
Descriptions of Work	Descriptions were clearly written for each piece of work that described the student role and purpose for the project.	Descriptions were written for each piece of work that described the student role and purpose for the project.	Descriptions were provided for some of the work but failed to describe the student role and purpose for the project.	
Contact Page	Contact page included name, cell, email, and feedback widget.	Contact page included some but not all info like name, cell, email, and feedback widget.	Contact page included little to no info like name, cell, email, and feedback widget.	

Professional Objective Page	A three sentence description of your professional objective is written to clearly define your goals. A professional photo was used to help give purpose to the portfolio.	A three sentence description of your professional objective is written to define your goals. A photo was used to help give purpose to the portfolio.	A description of your objective is written and a photo may not have been used but did not give purpose to the portfolio.	
My Work page	"MY Work" page utilizes embedded video and descriptions in an organized and functional page.	"MY Work" page utilizes embedded video and descriptions on the page.	"MY Work" page utilizes links vs. embedded video and/or descriptions on the page were incomplete or not present.	
Resume page	A well organized resume has been created that includes contact information, education experience, special skills, volunteer and community service.	A resume has been created that includes contact information, education experience, special skills, volunteer and community service.	A resume has been created but does not include all required information.	
Demo Reel	A well thought out video was produced that compiled meaningful glimpses of the producer's talents and skills.	A video was produced that compiled some meaningful glimpses of the producer's talents and skills.	A video was produced but did not show the producer's talents and skills.	

ADDITIONAL FEEDBACK
