



TEXAS TECH UNIVERSITY

## College of Media & Communication™

**CMI 3380**

### **PORTFOLIO AND PROFESSIONAL DEVELOPMENT**

Asynchronous - Summer 2023

#### **General Information**

Instructor: Kristi Gatto

Office Location: Media & Communication Building, Tower Office 713

Office Hours: via Zoom (e-mail for an appointment)

Email: [kgatto@ttu.edu](mailto:kgatto@ttu.edu)

#### **COURSE DESCRIPTION**

Portfolio and Professional Development will address conceptualizing, developing, and refining a professional creative media industries portfolio for a demanding and competitive market. This hands-on, discussion-based class will place emphasis on portfolio development, critique and feedback based on professional standards, and preparing students to continue the portfolio and professional development process throughout their careers. The class will also address building a personal brand, freelancing in the creative media industry, and communication within the industry, showcasing to students how to both present themselves as marketable professionals and help others in creative industries strategically pursue relevant work across all forms of media. Students will not only build their visible portfolio in CMI 3380; they will also equip themselves with the professional perspectives on approaching a long-term career in the creative media industry.

Although a great deal of in-class discussion and critique will occur, students are expected to apply those elements presented and formed in class to their professional growth and goals.

<b>LEARNING OBJECTIVE</b>	<b>ASSESSMENT</b>
Compose a high quality, relevant professional portfolio for the creative media industry, as well as the constructive skills necessary for portfolio growth and consultation.	Course Exercises, Discussion, Portfolio SWOT, Assignments and Projects

Gain an understanding of those mechanisms that will help the individual grow professionally in their chosen field of creative media industry practice and establish professional goals and trajectories toward achieving them.	Lecture, Discussion, Professional Development Project
Develop a working and continuing knowledge of personal branding and brand alignment in the media industry.	Lecture, Discussion, Course Exercises, Assignments and Projects
Develop the conceptual skills necessary for building a strong professional social media presence and audience engagement for the creative media industry.	Lecture, Discussion, Assignments and Projects
Develop and demonstrate an understanding of the role freelancers play in the media production arena.	Lecture, Discussion, Course Exercises, Assignments and Projects

**Required Materials:** Custom URL and website platform (ex. Square Space, Wordpress, etc.)

### **Office Hours and Email Policy**

If you have a question regarding the class, you are encouraged to schedule an appointment to meet with me via Zoom.

You are also free to email me any questions, comments, or concerns you may have. I will do my best to respond as quickly as possible (within 24 hours). If you are emailing me about a project or assignment, please email me well in advance. Please be professional and courteous during office hours and email correspondence.

### **GRADING**

#### ***Scale***

**A = 675 - 750 pts**

**B = 600 - 674 pts**

**C = 525 - 599 pts**

**D = 490 - 624 pts**

**F = under 490 pts**

## ASSIGNMENTS

**Exercises (120 points)** An exercise relevant to each week's previous or upcoming topical subject matter will appear in the course Blackboard each Sunday at 8 A.M. unless alternatively notified (email or during lecture). Exercises are to be completed by Saturday at 11:59 PM. The purpose of these exercises is to spur your more intimate engagement with the course content and begin actualizing professional perspectives relevant to a creative media industry.

**Discussion Board (80 points)** As this course is asynchronous, our discussions will be held on Blackboard. Each week, there will be a question in the lecture that you are to respond to in the correlating discussion board. You must respond to one classmate, as well.

**Career Center Event + Report Assignment (50 points)** Each student is required to attend one event hosted by the [Texas Tech Career Center](#) and subsequently compose a summative report of each's experience.

**Portfolio SWOT Analysis (50 points)** Early on, students will conduct a Strengths, Weaknesses, Threats, and Opportunities analysis of their existing portfolio. This will help set the stage for short- and long-term portfolio development.

**Draft Portfolio + Peer Critique (100 points)** Students will submit their current portfolio to the course instructor early in the semester, which will be distributed to a peer who has similar professional interests for a relevant and appropriate, constructive critique of their work.

**Professional Development Analysis (100 points)** Students will conduct a thorough analysis of their professional status and future in this written assignment toward the end of the semester. This analysis is a culmination of a great deal of discussion and topical conversation we cover in the course.

**Draft Portfolio Website (50 points)** Prior to the final assignment, students will submit a draft online portfolio website for in-class critique and further assessment.

**Final Portfolio Website + Brand Development (200 points)** The course wraps with a two-part assignment that includes submission of a final portfolio website and a brand development campaign in the form of a social media analysis and calendar.

**Extra Credit:**

You may earn credit for this course by participating in approved research projects within the College of Media & Communication Student Participant Pool (aka, “Sona”). Each hour of study participation (or “credit”) is worth 1 point added to your final average in the class, up to 3 points.

Research opportunities may take the form of online studies, which you may complete anywhere, or lab-based studies that take place in designated research settings. Researchers conducting lab-based studies may request that all participants wear face masks. In addition, they are following strict sanitization procedures to help provide a clean and safe research environment.

To sign up for available studies, please go to <http://ttucomc.sona-systems.com>. For questions on how to create accounts, sign up for studies, and manage your studies, please go to <https://www.depts.ttu.edu/comc/research/ccr/participation.php>

**All research credits must be earned and assigned to your chosen course by 5 pm on the last day of classes. Credits earned and/or assigned to a class after that date will not be incorporated into your grade.**

Questions about study participation or earning credits may be directed to Ms. Kristina McCravey ([kristina.mccravey@ttu.edu](mailto:kristina.mccravey@ttu.edu)), Center for Communication Research Lab Manager.

**TEXAS TECH POLICIES****ADA STATEMENT:**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

**ACADEMIC INTEGRITY STATEMENT:**

Academic integrity is taking responsibility for one's own class and/or course work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of

intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching, and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures grades are earned honestly. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. [Texas Tech University (“University”) Quality Enhancement Plan, Academic Integrity Task Force, 2010].

#### **RELIGIOUS HOLY DAY STATEMENT:**

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

#### **COVID-19 STATEMENT**

The University will continue to monitor CDC, State, and TTU System guidelines concerning COVID-19. Any changes affecting class policies or temporary changes to delivery modality will be in accordance with those guidelines and announced as soon as possible. Students will not be required to purchase specialized technology to support a temporary course modality change, though students are expected to have access to a computer to access course content and course-specific messaging as needed.

If you test positive for COVID-19, report your positive test through TTU's reporting system: <https://www.depts.ttu.edu/communications/emergency/coronavirus/>. Once you report a positive test, the portal will automatically generate a letter that you can distribute to your professors and instructors.

**WEEKLY SCHEDULE (*subject to change*)**

<b>WEEK OF</b>	<b>TOPICS</b>	<b>ASSIGNMENTS DUE by Saturday at 11:59 PM</b>
July 3 <sup>rd</sup>	Introduction Defining a Portfolio Characteristics of a Portfolio	Exercise 1 – Self Reflection Exercise 2 – 3 Words Assignment 1 – SWOT Analysis
July 9 <sup>th</sup>	Consider Your Market Defining Your Peers Job Market Competition	Assignment 3a – Submit Draft Portfolio Exercise 3 – Strengths Quest Exercise 4 – Job Market/Competition
July 16 <sup>th</sup>	Communicating About Your Portfolio Setting Professional SMART Goals	Assignment 3b – Peer Critique Exercise 5 – SMART Goals Exercise 6 – Professional Development
July 23 <sup>rd</sup>	Personal Branding Developing Your Professional Brand Professional Development	Exercise 7 – Social Media Strategy Assignment 4 – Professional Development Analysis Exercise 8 – Continuing Education
July 30 <sup>th</sup>	The Online Portfolio Freelancing & Determining Your Worth Social Media Use	Assignment 2 – Career Event review Assignment 5 – Final Portfolio & Brand Development <b>^ due Friday, August 4<sup>th</sup></b>