Professional Writing & Rhetoric – Portfolio Requirements

Professional Writing & Rhetoric students must submit a carefully constructed portfolio to satisfy the external assessment graduation requirement in the English major. Your portfolio will be evaluated by an external reviewer who will give you feedback on your presentation of both your projects and your Professional Writing & Rhetoric identity. You will not be cleared for graduation until you have received a satisfactory assessment from the reviewer.

Due Dates

- **All PWR students:** A completed draft of one section of your portfolio is due during pre-registration for WT and Spring. You must be able to share a draft section with your advisor before you will be cleared to register for courses.
- **Seniors graduating in May 2014 or earlier:** A completed draft of your portfolio, shared with Dr. Moore through Digication, is due the second Monday in January. Your Revised and Edited Portfolio is due February 28th.
- **Seniors graduating after May 2014:** A completed draft of your portfolio, shared with Dr. Moore through Digication, is due the second Monday in September. Your Revised and Edited Portfolio is due October 31st.

Required Components/Features

While you might create other versions of your portfolio for other purposes, your PWR Senior Portfolio should have the following:

1. **A letter to the reviewer**, introducing yourself and your portfolio. Your letter is an opportunity to explain the organizational structure used in your portfolio and to highlight the strengths of your PWR identity (which should be showcased in your portfolio). Although this is one of the first items the external reviewer will read, it likely will be the last element you compose.

2. **A strong overall organizational plan**, reflecting your strengths and goals as a Professional Writing & Rhetoric student (and soon-to-be graduate). For example, if you have strong visual skill sets (perhaps a minor in digital art?), then you should include a section in your portfolio devoted to Visual Rhetoric or Visual Design. This section might feature web designs, brochures, fliers, advertisements, and even PowerPoint presentations. If you have developed successful strategies for collaborative writing, perhaps you’ll include a section showcasing one or two collaborative projects. Ensure that your areas of expertise within PWR are reflected by your portfolio’s major sections and organizational structure.

3. **Seniors should have a collection ranging from 8-15 entries.** The average collection size for seniors in the last few years has been 10-12 pieces. There should be a diverse mix of documents – both different genres and different lengths (e.g., a mix of long and short reports, memos, advertising campaigns, brochures, art projects, etc.). Sophomores and juniors likely will have 7-10 entries, with plans to expand their portfolios, reselecting and reorganizing elements, over the coming year(s). Process pieces (i.e., a rough draft, feedback, and a revised draft) count as one collective entry.

4. **A significant reflective element**, usually called “contextual narratives,” that provide the “story” of each portfolio entry. For example:
This entry was an assignment for class X, and we were expected to contact a client who needed PR materials, interview them, analyze their existing documents, and come up with a new set of materials for them. We approached this project by... we decided to choose this font and color because...... We feel this project was quite successful because..... This project showcases my ability to...

Outside evaluators repeatedly report that they find the contextual narratives the most interesting and valuable part of the portfolio projects. While potential employers may or may not value them, enough respond positively that we feel the contextual narratives are still an effective element of the portfolios to include them in the versions you share with prospective employers during your job search. Well-developed contextual narratives typically are 1 to 2 full, single-spaced pages long.

5. A copy of your resume.

If updates to these requirements are required, revisions will be shared with seniors via email and posted to the PWR website.