Professional Writing & Rhetoric – Portfolio Requirements

Professional Writing & Rhetoric majors must submit a carefully constructed digital portfolio to satisfy the external assessment graduation requirement in the PWR major. Your portfolio will be evaluated by an external reviewer, usually a PWR faculty member at another university, 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.

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.

PWR Seniors: A completed draft of your digital portfolio, shared with PWR Major coordinator Dr. Li Li, is due the **first Monday in October**. Your Revised and Edited Portfolio is due **November 30**.

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). Genre-based sections are appropriate developmentally, but the senior portfolio should have a mature, rhetorically savvy organization. Recent PWR graduates have organized their sections by aspects of their professional identities, the purpose of the entries in the sections (ex. To advocate, to instruct, etc.), and specific audiences.

   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, professional correspondence, blog posts, campaigns, brochures, multimedia projects, visual 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**, contextual reflections, that provide the background and strategies used to create each portfolio entry. Typically, contextual reflections include some contextual information about the project goals and audience, a discussion of specific rhetorical

strategies used and why/how, and a reflection on the success of the artifact. References to rhetorical theories or readings that inspired you with the project are welcome in the reflection as well.

Outside evaluators repeatedly report that they find the contextual reflections 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.

5. **Strong design component**. You may choose any digital platform with which to create your portfolio and are prepared to explain your decision (beyond, "it's easy to use"). Your choice of color scheme, fonts, navigation structure, and layout are part of your opportunity to make rhetorically savvy decisions about how to present your professional self.

6. **An updated version of your resume**, preferably designed to coordinate with your portfolio design.