

# Professional Portfolio

A project-based, capstone course for students in New Media and Communication, Spring 2017.



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24422 | NMAC 4483 | Online Spring 2017 | TR 9:30–10:45 | CAS-124



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**In** this NMAC capstone tutorial, students will undertake the final preparations for entering the field of new media by developing a professional, web-based portfolio that highlights their various productions and compositions in college, their developing expertise and interest in their chosen field, and their new media fluency. The class will examine current best design strategies, the latest new media trends, and legal and privacy issues.

This section is listed as “partially online” and will be run as a tutorial. I.e., rather than meeting as a group, I will consult with students one-on-one as necessary throughout the semester.

### Be an Expert

Adopt a professional approach to thinking and working to transition out of student thinking.

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## Introduction

Welcome to NMAC 4483, your transition from student to media professional. This course is designed to facilitate your practical and theoretical move into post-graduate world and show your preparedness to contribute to an expert community as one of its newest members. This section of NMAC 4483 is taught as a project-based, online tutorial and asks students to complete a number of individual and collaborative projects that shows their growth as mature students and makes the first steps into a professional world. Since it is a tutorial, students will rarely meet as a group, but work one-on-one with colleagues and the professor to complete the various requirements.



We use Slack for primary communications in this class. Signup the first week of class: our team is [litmuse.slack.com](https://litmuse.slack.com).

Since this is an online section, I have tried to make the lessons and procedures as simple to follow and to understand as possible. That said, there is bound to be a bit of confusion, at least at first. Do your best to work through it by **carefully and completely reading this document** (and links). I promise, there is an answer to your question. If all else fails, you may [contact me](#). Trust yourself to follow directions and find the answers. Be **careful** and **deliberate** in all that you do.

By now, you all should be comfortable and confident enough to work on you own to meet deadlines and requirements. In addition, as savvy media users, you should also be willing to take risks and try new modes of communication and creativity. This course demands both. It should be attempted only near the end of your studies an NMAC majors. Therefore, I make several assumptions in the design of this course: you

- are near graduation (actually this semester);

- are also taking [NMAC 4460](#);
- are comfortable with working by yourself;
- are confident in your ability to take risks;
- do not need the constant reassurance of an authority figure; and
- have an advanced Internet and digital literacy.

*For a head start on how to approach all work in this course, see "How to Do Well in My Class" and "Research & Response."*

Again, read this document through carefully before beginning. You might want to **take notes** as you go, jotting down questions you have. I bet they are answered by the time you're ready to begin the first.

## Instructor Information

- Dr. Gerald R. Lucas | [@drgrlucas](#) | [About](#)
- Office: CAS-117 (Macon campus)
- Office Hours: MW 12:15–2pm in CAS-117; TR 8–9:30am and 11–11:30am online; and via appointment on Slack and/or Skype
- Email: gerald.lucas [at] mga [dot] edu

Since this is an online tutorial, most office hours will be virtual via Slack and/or Skype. However, if you are on campus, you may see me face-to-face during my regular office hours. I try to make myself as available as much as possible during the first couple weeks of a semester, including evenings and weekends. If you need to chat with me, **direct message** me on Slack and we'll arrange a video conference, if necessary. Please do not expect a response on any social media after 5pm on weekdays or anytime during the weekend. I may be available, but I also need some down time. Thanks for your understanding.

## Course Goals

A project-based course, NMAC 4483 encourages students to begin to think of themselves as professionals and practicing experts by

- developing an online professional presence;
- joining a professional community and conversation as emerging experts;
- collaborating with members of a professional community;
- building and maintaining professional credibility in all of their public works;
- honing their expertise and persona through reflection to fit audiences of experts and clients.

## Student Learning Outcomes

By successfully completing the course, students will demonstrate:

- The ability to communicate and collaborate as a junior member of a professional community;
- Proficiency working as a media professional by planning and implementing several online projects;
- An online, professional portfolio that shows experience, growth, and a view of the future.

## Texts

The following readings will be necessary throughout the semester.

- Barr, Chris. *The Yahoo! Style Guide*. St. Martin's Griffin (2010).  
**RECOMMENDED**
- Lynch, Patrick J. and Sarah Horton. *The Web Style Guide*.
- Various links (Web sites, videos, and PDFs) within lessons.

## Technology Requirements

All students should have **their own recent computer** with a **high-speed Internet connection**. For minimum computer requirements, see

those Second Life outlines. I require all students to have several accounts on social media platforms, including Twitter and Medium. Since this is a course about the development of a professional digital portfolio, we will also use digital media heavily in all projects. Therefore, students are expected to get and stay connected throughout the semester. Have a mobile device? You should set it up for use in this class, especially with Slack and Twitter. Specific directions will follow in the first project.

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## Policies

Students are held accountable for knowing and practicing each of the course policies. Consider them like the law: the excuse “I didn’t know” will carry no weight.

**As a Middle Georgia State College student, it is your responsibility to read, understand, and abide by the MGA Student Code of Conduct.**

Students may withdraw from the course and earn a grade of “W” up to and including the midterm date: **March 15, 2017**. After midterm, students who withdraw will receive a grade of “WF”.

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## Requirements

The final professional portfolio will be composed of **five projects**, each worth 20% of your final grade. Each project will be comprised of **various tasks**, each of which allows you to build skills that will help you complete each project.

*Students must complete all assignments in each project in order to successfully pass the course. Choosing not to complete a lesson is unbecoming of a professional and will constitute course failure.*

In completing all lessons, keep your final goal in mind: developing a professional portfolio that shows you are a junior expert in your field. Completed lessons should **stand alone**; that is, they should not reference the class (unless appropriate), but target a particular **expert audience**. Remember, these are **public documents**, not just assignments; your audience, if you're considering yourself as part of an expert community, is not necessarily your classmates and professor.

Please read each project at **the beginning of the semester**, so you have an understanding of what will be expected of you throughout. Some projects will take longer to complete than others. *Do not procrastinate.* The following will be components of each lesson and will compose its final grade.

## Major Component

Each lesson will have a major component: it's the final goal of all the project's assignments. It should be your **best work**, as it will add directly to your professional portfolio. The major component will be the heaviest weighed in evaluation.

## Daily Work

Each lesson includes other assignments meant to teach necessary ideas and skills. Each lesson will include additional assignments, like reading, Twitter posts, short writings, and the like. While the contribution will be weighed most heavily, do not ignore any additional components of each lesson as they will also be included in the evaluation. Failure to complete daily work will have a significant impact on final grades.



## Lesson Schedule

Due dates for each project; all due dates are **flexible**, but projects should be completed around those times. Some projects are completed throughout the semester, so read each project carefully at the beginning of the semester. Each will require careful planning and organization. Know what each requires and **do not procrastinate**. Do not fail because of poor planning. Be professional and plan ahead. Be sure to plan ahead and begin lessons early. Submit drafts throughout the semester for feedback before final evaluation.

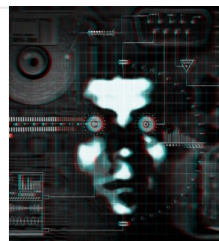
### Project 1: Create a Professional Persona

Suggested Due Dates: (Review “[Humanities Basics](#)” and “[Online Basics](#)” before 1/17); Project on 1/31. [Note: this first project is shared with NMAC 3108, so please ignore references to that class. Complete only the Foundations, Linked In, and About Page sections of the lesson, or if you’ve done these before, update them.]

#### Establish Your Persona

One of the first steps in writing for the screen is developing your digital persona.

medium.com



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### Project 2: Keep a Professional Research Journal

This journal will run throughout the semester, but the various components of this project should be established by 1/31.

#### Keep a Research Journal

Professionals consistently engage with their community. Part of this interaction is self-...

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### Project 3: Establishing Your Presence

This project asks students to purchase a domain name and build the foundations of their portfolios. Due: **3/2**.

#### Establishing Your Professional Presence

This project for NMAC 4483 provides the foundation on which students will build their...  
medium.com

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### Project 4: Develop Content

Wrangle content you have already made and create some more to flesh out your portfolio. Final portfolio due on **4/25**.

#### Portfolio Content

After establishing your online presence, the next step will be to add strong original content to you...  
medium.com



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### Project 5: Propose and Present

Participants will give a final professional presentation during the final weeks (most likely Friday, **4/21** and **4/28**) of the semester. This presentation will be addressed to each student's expert community. (For those electing to record mini TEDtalks, the due date is **4/25** with your final portfolios.)

#### Professional Presentation

For your final project, you will propose and present a discussion, webinar, panel presentation, or...  
medium.com



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## Student Portfolios

Links to the students' portfolios. Those whose journal is not appropriately linked from his or her portfolio are included separately. J denotes their course journals.

- [S. Allen](#) | [J](#)
- [S. Breitenbach](#) | [J](#)
- [W. Davis](#) | [J](#)
- [S. De Foor](#) | [J](#)
- [C. Dixon](#) | [J](#)
- [H. Harris](#) | [J](#)
- [R. Hastings](#) | [J](#)
- [J. Hooker](#) | [J](#)
- [K. Jackson](#) | [J](#)
- [A. Merritt](#) | [J](#)
- [D. Montana](#) | [J](#)
- [L. Northrup](#) | [J](#)
- [M. Rosenberger](#) | [J](#)
- [D. Washington](#) | [J](#)
- [T. West](#) | [J](#)
- [C. Williford](#) | [J](#)
- [C. Wynn](#) | [J](#)

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