



# Industry-Endorsed Portfolios

CV/TECH



MOORE NORMAN  
TECHNOLOGY CENTER



## What Industry is Saying

**Industry-Endorsed Portfolios will deliver awesome personalized learning experiences that are challenging and beneficial for CareerTech students while delivering results that industry values and has requested.**

<p><b>Advisory Board members</b> who hire employees to work with clients including McDonalds, Dr. Pepper, Habitat for Humanity, YWCA , 7-Eleven, Pixar, Blizzard, EA Games, Dreamworks, and local oil and gas companies have expressed the following regarding portfolios:</p>	
<p><i>Students should take the essence of the training and submit their own version, according to specified guidelines designed to assure skills learned are demonstrated. This process will be more beneficial for students since they will be the owners of the work. Ultimately, portfolios will be more beneficial for the students.</i></p>	<p><i>When reviewing qualifications of potential employees, there is more credibility when a candidate can show results for what they can actually do rather than to hear that a student has passed a certification exam.</i></p>
<p><i>Portfolios give a good idea of where the students really are as opposed to an objective exam the student may or may not have passed. Some students are great test takers, others are poor test takers, and this does not always equate to skills.</i></p>	<p><i>No matter how much technical skill you have, you still need creativity and design skills to get the job. This is best demonstrated through portfolios.</i></p>
<p><i>I want to see solid work. If the work is solid, they likely know their way around software. A strong portfolio shows me a lot about their concepting and design skills.</i></p>	<p><i>I think it is great to have certifications, but I think a strong portfolio shows more of a job candidate's creative skills and their ability to design effectively.</i></p>

## What Students are Saying

Students agree that requiring a **portfolio endorsement** before graduation will inspire them to produce a quality portfolio and be better prepared to compete for a job in their field. Often, students must develop creative portfolios to compete for entry and scholarships to colleges.

## Rationale for Industry-Endorsed Portfolios

Industry-Endorsed Portfolios, as a performance measure, have been suggested as a method to improve the design and delivery of the educational experiences for students and their future employers. The process is recommended as an option for all creative programs within the Web & Digital Communications areas as well as the Arts and Audio & Video technology areas.

The process aligns with the goal of providing solutions that are unique to customer needs and delivering a wide variety of personalized learning strategies and contemporary delivery tools and practices.

For our rapidly changing fields, being able to keep our tests up-to-date by allowing industry experts to evaluate based on current trends, would be a big advantage over having multiple choice questions that go out of date quickly. Our field is constantly evolving. The primary assessment should reflect this need and also be able to quickly evolve. This solution meets that need and aligns with the philosophies upon which CareerTech thrives—learning and consequently showing by doing.

This is not a unique approach. CollegeBoard administers AP Studio Art Exams. For each section of the exam, students submit a collection of images that they refer to as a "portfolio."

- ◇ CollegeBoard recognizes this as a different, but valid testing format appropriate for AP Studio Art exams. Even other traditional subjects have sections where students answer multiple-choice questions, one format, and write essays, which is another more subjective format. AP Music Theory has a section where students have to do "sight-singing" of printed music.
- ◇ View more information about Studio Art portfolios at the following site.  
<http://studioartportfolios.collegeboard.org/>
- ◇ Although traditionally fully objective, the ACT has also added optional essay test portions.

This process aligns with emerging initiatives and the best practices of industry when selecting potential employees. Employers create a job description with essential skills and share with potential candidate. Utilizing a portfolio, these candidates submit examples of their work. After determining an individual is competent and ready for the job, an offer is made.

At the beginning of training, students will be given a copy of the appropriate competencies, standards, baseline data, eligibility requirements, and guidelines outlining the endorsement process. Advisory board members will be validating achievement of these goals through their endorsement. This process will be challenging and will provide students additional exposure to local industries, enhancing their opportunities for success in the workplace.

The intent is to allow industry experts to provide guidance in the most effective and efficient manner. The baseline data defines the knowledge, skill, and abilities required to perform in industry. These competencies establish clear and consistent recommendations for achievement and serve as a guide to identify the desired attributes needed for endorsement.

A student must earn the opportunity to seek this endorsement through the demonstration of excellent soft skills including attendance, professionalism, and work ethic based on teacher observation and subsequent recommendation. An additional component arranged by the instructor could include a presentation made directly to industry staff.

## Industry Endorsement Process

Students will submit one online portfolio that includes up to five works. Entries can consist of any combination of the following:

- ◇ Logos, Illustrations, Character Design, Drawings, and Graphics
- ◇ 2D and 3D Animations
- ◇ 3D Models
- ◇ Simulations, Educational Tutorials, Videos
- ◇ Websites, Programs, Apps, Games

Portfolios will be evaluated by two Advisory Board members (Judges), each giving their own critique. Judges will use baseline data to guide their critique of two categories: Creativity/Problem-Solving and Technical Skills. The baseline data encompasses the elements expected in each area. These areas will be evaluated as a whole. The score assigned will reflect the students overall ability demonstrated in each category. If a score differs by more than 2 points, a third Judge will evaluate the work. Scores are then averaged.

\*All work submitted must use original and royalty free assets. Credits should be included for royalty free assets.

## Areas Evaluated

### Creativity/Problem-Solving

- ◇ Design a creative portfolio consisting of any of the following: demo reel, website, 2D and/or 3D entry, animation, graphic, simulation, application, etc., using independent judgment, creativity, and computer equipment
- ◇ Create an emotional connection to assets developed using a rich imagination, strong sense of appeal, color, design, composition, and versatility
- ◇ Combine artistry and storytelling with technology
- ◇ Demonstrate creative problem-solving techniques during the process
- ◇ Demonstrate a strong foundation of design principles

### Technical Skills

- ◇ Create 2D or 3D images, animation, websites, demo reels, games, applications, etc., depicting objects in motion, illustrating a process, effectively communicating or marketing a message while providing an engaging user experience using appropriate techniques, tools, and applications.
- ◇ Make objects or characters appear lifelike or develop appropriate assets while incorporating techniques that support a theme or message by manipulating light, color, texture, shadow, and transparency or utilize other techniques and industry standards to effectively support goals.
- ◇ Provide evidence that the work submitted complies with industry expectations for production standards and the techniques utilized are appropriate for entry-level employees.
- ◇ Demonstrate mastery of technical skills through any of the following methods: provide explanations of the techniques and tools used and/or a demonstration of the process for development of assets and the progress of the work completed; Incorporate before/after shots (e.g. wireframes on shaded, additional textures, lighting, compositing, explanations in the lower thirds or voice-over, etc).
- ◇ If submitting an entry from a team project, define your role and contribution(s).

## Baseline Data/Scoring Rubric

Creativity/Problem-Solving				
4	3	2	1	Score
<p><b>Demonstrated mastery; exceeded expectations for entry-level skills in this area.</b></p> <p>Superior execution; Portfolio is consistently compelling, engaging, and/or entertaining and has a “Wow” factor; Results exceed expectations.</p> <p>In most examples, there is a highly successful, artistic use of the elements of design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles.</p> <p>The work submitted exhibits excellent, well-informed decision-making and intention</p> <p>The composition of the works is original, imaginative, and inventive.</p> <p>The work shows successful engagement with experimentation and risk taking in most pieces.</p> <p>The work as a whole is confident and engages the viewer with visual qualities.</p>	<p><b>Demonstrated skills needed; met expectations for entry-level skills in this area.</b></p> <p>Great execution; Portfolio is primarily compelling, engaging, and/or entertaining and has a “Wow” factor.</p> <p>The work generally shows successful use of the elements of design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles.</p> <p>The work shows evidence of thoughtful decision-making and intention.</p> <p>The composition of the works is generally imaginative or inventive.</p> <p>The work may show successful engagement with experimentation and risk taking in some pieces.</p> <p>Most works exhibit expressive qualities that engage the viewer and suggest confidence.</p>	<p><b>Demonstrated skills needed; additional practice may be required to attain entry-level skills in this area.</b></p> <p>Good execution; however, the portfolio is not consistently compelling, engaging, and/or entertaining.</p> <p>The work shows good use of the elements of design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles, but the application of good design principles is not always successful.</p> <p>Some clear decision-making and intention are evident.</p> <p>The composition of the works includes some imaginative ideas.</p> <p>The work may show engagement with experimentation and risk taking, but with uneven success.</p> <p>Some of the work has qualities that engage the viewer, though confidence is not obvious; conversely, the work may display confidence but not be engaging.</p>	<p><b>Failed to demonstrate skills needed or additional training required to attain entry-level skills.</b></p> <p>Execution is not consistent; and/or needs improvement to be engaging and/or entertaining.</p> <p>Although the individual works may show an emerging level of accomplishment and application of good design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles, overall the work requires improvement before attaining an entry-level position in this field.</p> <p>Some clear decision-making and intention appear to be emerging.</p> <p>In the composition of the works, some imaginative ideas appear to be emerging.</p> <p>The work may show attempts at experimentation and risk taking, but with limited success.</p> <p>One or two of the works may be engaging; confidence is questionable.</p>	

## Baseline Data/Scoring Rubric

Technical Skills				
4	3	2	1	Score
<p><b>Demonstrated mastery; exceeded expectations for entry-level skills in this area.</b></p> <p>The technical competence of the work is generally excellent; materials and media are used effectively to express ideas.</p> <p>Attention to detail is outstanding.</p> <p>Best Practices are consistently followed for Industry Standards and Techniques.</p> <p>Excellent explanations of the techniques and tools used, demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., was included and enhanced the submission.</p> <p>Although the individual works may show varying levels of accomplishment, overall the work is at an excellent level.</p>	<p><b>Demonstrated skills needed; met expectations for entry-level skills in this area.</b></p> <p>The technical competence of the work is strong; materials and media are used well to express ideas.</p> <p>Attention to detail is evident.</p> <p>Best Practices are followed for Industry Standards and Techniques.</p> <p>Explanations of the techniques and tools used, demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., were included.</p> <p>Although individual works may show varying levels of accomplishment, overall the work is at a strong level.</p>	<p><b>Demonstrated skills needed; additional practice may be required to attain entry-level skills in this area.</b></p> <p>The work demonstrates good technical competence and use of materials and media; technical aspects and articulation of ideas do not always work together.</p> <p>Attention to detail is evident in most works submitted.</p> <p>Best Practices are followed for Industry Standards and Techniques for most works submitted.</p> <p>Explanations of the techniques and tools used, demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., were included for most works.</p> <p>Although the individual works may show uneven levels of accomplishment, overall the work is at a good level.</p>	<p><b>Failed to demonstrate skills needed or additional training required to attain entry-level skills.</b></p> <p>The work shows moderately successful use of the elements of design; the application of good design principles is emerging or limited in scope.</p> <p>Attention to detail is not evident in most works submitted.</p> <p>Best Practices are either not followed for Industry Standards and Techniques or no evidence of such was provided for most works submitted.</p> <p>Explanations of the techniques and tools used, a demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., was not included for most works.</p> <p>The individual works may show uneven levels of accomplishment that are emerging.</p>	

## Creativity/Problem-Solving Skills—Scoring System

### **4 – 3.01 Demonstrated mastery; exceeded expectations for entry-level skills in this area.**

- Superior execution; Portfolio is consistently compelling, engaging, and/or entertaining and has a “Wow” factor; Results exceed expectations.
- In most examples, there is a highly successful, artistic use of the elements of design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles.
- The work submitted exhibits excellent, well-informed decision-making and intention
- The composition of the works is original, imaginative, and inventive.
- The work shows successful engagement with experimentation and/or risk taking in most pieces.
- The work as a whole is confident and engages the viewer with visual qualities.

### **3 – 2.01 Demonstrated skills needed; met expectations for entry-level skills in this area.**

- Great execution; Portfolio is primarily compelling, engaging, and/or entertaining and has a “Wow” factor.
- The work generally shows successful use of the elements of design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles.
- The work shows evidence of thoughtful decision-making and intention.
- The composition of the works is generally imaginative or inventive.
- The work may show successful engagement with experimentation and/or risk taking in some pieces.
- Most works exhibit expressive qualities that engage the viewer and suggest confidence.

### **2 – 1.01 Demonstrated skills needed; additional practice may be required to attain entry-level skills in this area.**

- Good execution; however, the portfolio is not consistently compelling, engaging, and/or entertaining.
- The work shows good use of the elements of design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles, but the application of good design principles is not always successful.
- Some clear decision-making and intention are evident.
- The composition of the works includes some imaginative ideas.
- The work may show engagement with experimentation and/or risk taking, but with uneven success.
- Some of the work has qualities that engage the viewer, though confidence is not obvious; conversely, the work may display confidence but not be engaging.

### **1 – 0 Failed to demonstrate skills needed or additional training required to attain entry-level skills.**

- Execution is not consistent; and/or needs improvement to be engaging and/or entertaining.
- Although the individual works may show an emerging level of accomplishment and application of good design and application of 2D, 3D, animation, video, web, programming, application development and/or graphic design principles, overall the work requires improvement before attaining an entry-level position in this field.
- Some clear decision-making and intention appear to be emerging.
- In the composition of the works, some imaginative ideas appear to be emerging.
- The work may show attempts at experimentation and/or risk taking, but with limited success.  
One or two of the works may be engaging; confidence is questionable.

## Technical Skills—Scoring System

### **4 – 3.01 Demonstrated mastery; exceeded expectations for entry-level skills in this area.**

- The technical competence of the work is generally excellent; materials and media are used effectively to express ideas.
- Attention to detail is outstanding.
- Best Practices are consistently followed for Industry Standards and Techniques.
- Excellent explanations of the techniques and tools used, a demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., was included and enhanced the submission.
- Although the individual works may show varying levels of accomplishment, overall the work is at an excellent level.

### **3 – 2.01 Demonstrated skills needed; met expectations for entry-level skills in this area.**

- The technical competence of the work is strong; materials and media are used well to express ideas.
- Attention to detail is evident.
- Best Practices are followed for Industry Standards and Techniques.
- Explanations of the techniques and tools used, a demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., were included.
- Although individual works may show varying levels of accomplishment, overall the work is at a strong level.

### **2 – 1.01 Demonstrated skills needed; additional practice may be required to attain entry-level skills**

- The work demonstrates good technical competence and use of materials and media; technical aspects and articulation of ideas do not always work together.
- Attention to detail is evident in most works submitted.
- Best Practices are followed for Industry Standards and Techniques for most works submitted.
- Explanations of the techniques and tools used, a demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., were included for most works.
- Although the individual works may show uneven levels of accomplishment, overall the work is at a good level.

### **1 – 0 Failed to demonstrate skills needed or additional training required to attain entry-level skills.**

- The work shows moderately successful use of the elements of design; the application of good design principles is emerging or limited in scope.
- Attention to detail is not evident in most works submitted.
- Best Practices are either not followed for Industry Standards and Techniques and/or no evidence of such was provided for most works submitted.
- Explanations of the techniques and tools used, a demonstration of the process for development of assets and the progress of the work completed, before/after shots, etc., was not included for most works.
- The individual works may show uneven levels of accomplishment that are emerging.

\*The baseline data for scoring purposes presented in rubric format is the same as the scoring system above. Busy industry professionals may prefer the rubric to the scoring system. However, both formats have been provided to accommodate for preference.

## Final Ranking Sheet

Scorer A	Creativity/Problem Solving	Composite score for this category (4 points maximum)	
Scorer B	Creativity/Problem Solving	Composite score for this category (4 points maximum)	
If more than 2-point discrepancy in scores:			
Scorer C	Creativity/Problem Solving	Composite score for this category (4 points maximum)	
<b>Average—Creativity/Problem Solving:</b>			
(4 points maximum)			
Scorer A	Technical Skills	Composite score for this category (4 points maximum)	
Scorer B	Technical Skills	Composite score for this category (4 points maximum)	
If more than 2-point discrepancy in scores:			
Scorer C	Technical Skills	Composite score for this category (4 points maximum)	
<b>Average—Technical Skills</b>			
(4 points maximum)			
<b>Final Score (Technical Skills Average + Creativity/Problem Solving Average)/2</b>			
(4 points maximum)			

## Ratings and Performance Measures

### Industry Endorsement

#### Platinum

Portfolio demonstrates that student **consistently meets standards expected for entry-level industry professional, scoring a range of 3.51 +**

#### Gold

Portfolio demonstrates that student **meets standards expected for entry-level industry professional, scoring a range between 3.01 – 3.5.**

#### Silver

Portfolio demonstrates that student **meets standards expected for entry-level industry professional, scoring a range between 2.51 – 3.0.**

#### Bronze

Portfolio demonstrates that student **meets standards expected for entry-level industry professional, scoring a range between 2.01 – 2.5.**

## Student Resources

- Pixar's FAQs, <http://www.pixar.com/careers/Career-FAQs>
- Pixar's Demo Reel Tips, <http://www.pixar.com/careers/Creating-a-Demo-Reel>
- Digital Tutors: Demo Reel Tips, <http://www.digitaltutors.com/11/demoreel.php>
- Digital Tutors portfolio Tips, <http://www.digitaltutors.com/11/portfolio.php>
- Digital Tutors, Game Art Demo Reel Tips, [http://blog.digitaltutors.com/demo-reel-and-portfolio-tips-from-game-industry-professionals/?utm\\_campaign=Game+Development+Terms&utm\\_source=hs\\_automation&utm\\_medium=email&utm\\_content=13495438&hsenc=p2ANqtz-9jf4d\\_3vTBqI823X-VKe5TN2EBI3\\_MYhb9DzJwK172jU57iBqorHdi85p3yURZcSU69ZS5Pjy5hQG9SBI8OufRUgAlYw&hsmi=13562616](http://blog.digitaltutors.com/demo-reel-and-portfolio-tips-from-game-industry-professionals/?utm_campaign=Game+Development+Terms&utm_source=hs_automation&utm_medium=email&utm_content=13495438&hsenc=p2ANqtz-9jf4d_3vTBqI823X-VKe5TN2EBI3_MYhb9DzJwK172jU57iBqorHdi85p3yURZcSU69ZS5Pjy5hQG9SBI8OufRUgAlYw&hsmi=13562616)
- Tips for submitting portfolios at Nickelodeon, <http://www.animatedjobs.com/animationjobs/tips-on-submitting-portfolios-at-nickelodeon-also-useful-for-other-studio-applications/>