## **Individual Assignment:**

## **Digital Portfolio & Elevator Pitch 20% Deadline 17th November 2024 – 11pm**

A digital portfolio provides a platform to highlight your skills, experiences, and achievements to potential employers, clients, or academic institutions. As part of this assignment you will create a digital portfolio using any platform or technology of your choice. It must be fully accessible for me to view on my local computer.

This portfolio will serve as a digital representation of your academic and professional journey, allowing you to present your work, projects and accomplishments in an engaging and accessible format. The digital portfolio is your opportunity to display your individual capabilities and your creativity. Think of your digital portfolio as your shop window. Design it so that it can be included as a link on your CV after graduation for potential employers to review.

## **Specific Deliverables**

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| **Digital Portfolio:**  Students must provide a fully accessible digital portfolio and(or) any associated files related to their digital portfolio. If I cannot access your digital portfolio you will score zero points for this deliverable so ensure to get someone to test access for you in advance of submission. |
| **Elevator Pitch Video:**  Create and deliver a 3-minute elevator pitch video where you highlight your unique skills, experiences, and value to a potential employer, demonstrating why you're the ideal candidate for the role or industry you're targeting. You may use your digital portfolio as part of this elevator pitch if you wish. If I cannot access your Elevator Pitch Video you will score zero points for this deliverable so ensure to get someone to test access for you in advance of submission. |

IMPORTANT

1. Testing Access: Ensure that someone else tests access to both the digital portfolio and elevator pitch video to confirm functionality.
2. Deadline Compliance: Late submissions will incur a 10% penalty per week, starting on 17th November 2024 – 11pm.
3. Platform Choice: Select a platform or technology you are comfortable with, as no technical troubleshooting will be provided.
4. Contact [sharon.gurry@tus.ie](mailto:sharon.gurry@tus.ie) if you need guidance on how to submit your online portfolio.

Free options for students to share their projects:

* TUS OneDrive (Preferable)
* YouTube (Unlisted Video)
* Google Drive

# **Rubric & Assessment Criteria**

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| **Criteria** | **Excellent** | **Good** | **Satisfactory** | **Fail** |
| Digital Portfolio Accessibility | Digital portfolio is fully accessible, easy to navigate, and works seamlessly across platforms. All files open and function correctly. | Portfolio is accessible with minor issues that don't impede navigation. Most files are accessible and functional. | Some accessibility issues make navigation difficult; a few files or sections may not be functional. | Portfolio is not accessible or functional, contains significant technical issues, or is not submitted. |
| Content Quality (Digital Portfolio) | Portfolio showcases a broad range of work, skills, and experiences that are highly relevant to the student’s goals. The content is engaging, well-organized, and professional. | Portfolio presents relevant work and experiences but may lack depth or organization in some areas. | Portfolio includes some relevant work but lacks depth, focus, or clear organization. | Content is lacking in substance or relevance, with minimal work presented, or is missing entirely. |
| Design & Creativity (Digital Portfolio) | Portfolio design is visually appealing, cohesive, and creatively reflects the student’s personality and professionalism. | Portfolio has a clear design and reflects some creativity, but may lack visual appeal or cohesion in certain areas. | Portfolio design is functional but lacks creativity or visual cohesion. May feel disorganized or overly simple. | Portfolio design is poorly executed, cluttered, or lacks any creative or professional elements. |
| Elevator Pitch Content | Elevator pitch is concise, engaging, and effectively highlights the student’s unique skills, experiences, and value to a potential employer. | Pitch is clear and provides relevant information but may lack conciseness or full engagement with the audience. | Pitch covers basic information but lacks detail, enthusiasm, or relevance to the targeted role or industry. | Pitch is incomplete, lacks focus, or fails to highlight relevant skills and experiences. |
| Elevator Pitch Delivery | Presentation is confident, professional, and well-rehearsed, with excellent pacing, tone, and body language (if applicable). | Delivery is confident and professional, though pacing, tone, or body language could be improved. | Delivery lacks confidence or is unpolished. There may be issues with pacing, tone, or engagement. | Delivery is unclear, unengaging, or lacks professionalism. Little to no preparation is evident. |
| Technical Functionality | Both the digital portfolio and elevator pitch video are fully accessible and functional. No technical issues. | Minor technical issues, but both deliverables are mostly accessible. | Technical issues affect the accessibility of either the portfolio or the elevator pitch, but they are still viewable. | Major technical issues make one or both deliverables inaccessible, or no attempt is made to provide access. |