Roadmap to Final Portfolio

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We want to offer you a **complete, unambiguous roadmap** for your FINAL SUBMISSION — designed to keep you busy, push you to produce top-tier work, and leave no room for guesswork. Everything you hand in must demonstrate **professional-level polish, rigorous research, creative storytelling, and laser-sharp public impact**.

COMMON CRITERIA (ALL DELIVERABLES)

1. **ONE CLEAR MESSAGE**: Focus on a single, memorable solution.

2. **AUDIENCE IMPACT**: Inform → Move → Motivate action.

3. **EVIDENCE-DRIVEN**: Minimum 4 credible sources; cite in APA.

4. **CREATIVE EXCELLENCE**: Professional design/audio quality.

5. **CALL TO ACTION**: Specific, urgent, doable.

⬜ 1) FINAL REFLECTIVE ESSAY (20% | 750 words)

Structure

- **Hook (50–75w):** Vivid fact/story

- **Context (100w):** Local/global stakes

- **Solution (300w):** What, why, how

- **Impact + Action (150w):** Who benefits + next step

- **Conclusion (50w):** Memorable takeaway

Technical

- 12-pt Times New Roman, double-spaced

- APA citations (in-text + reference list)

- ≥4 peer-reviewed/credible sources

Rubric (100 pts)

Criterion	Excellent (90–100)	Good (75–89)	Fair (60–74)	Poor (<60)
Clarity of Thesis	Crystal clear	Mostly clear	Vague	Unclear
Argument & Evidence	Compelling + rigorous	Logical + supported	Some gaps	Unsupported
Structure & Flow	Seamless	Mostly coherent	Disjointed	Chaotic
Style & Mechanics	Polished	Minor errors	Noticeable errors	Distracting errors
CTA Effectiveness	Immediate action	Clear but weak	Generic	Missing

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2) VIDEO ESSAY (20% | 60 seconds)

Requirements

- ≤150 spoken words; English; clear audio

- HD (1080p), MP4, ≤100MB

- Mix of your voice + visuals + subtitles

- Credit all media (CC0 or original)

Structure

Segment	Duration	Content
Hook	5–8s	Shocking stat/story
Core	40–45s	Problem + solution succinctly
CTA	10–15s	Direct next step

Examples (must review)

- Video 1: https://www.youtube.com/embed/38Gbw-j__ck?si=UnxJClsx6b5p12ZY
- Video 2: https://www.youtube.com/embed/xl9y85IQ1Zo?si=8yN6DlE5bXCfplqY
- Video 3: https://www.youtube.com/embed/C_vKJFUpqrY?si=GFgQqIPN_2XnSlVd

Rubric (100 pts)

Criterion	Weight
Message Clarity	25%
Visual Storytelling	25%
Audio Quality & Delivery	20%
Creativity & Originality	20%
CTA Strength	10%

Rubric Details Explained:

Criterion	What this means you must do
Message Clarity	Deliver exactly one simple idea that any viewer can understand within the first 5 seconds.
Visual Storytelling	Use images, footage, and text that directly support and illustrate your core message — nothing extra.
Audio Quality & Delivery	Speak clearly at a steady pace with no background noise, good volume, and correct pronunciation.
Creativity & Originality	Present your solution in a fresh, memorable way (unexpected angle, striking metaphor, or unique style).
CTA Strength	End with one specific, doable action (e.g., "Sign this petition," "Switch to reusable bottles today").

3) COLLAGE/POSTER (20% | A3 PDF)

Requirements

- A3 (297×420 mm), 300dpi PDF

- ≤50 words total (headline + CTA)

- ≥1 data visualization + ≥1 strong image

- APA source credits (small font, **not** overpowering visuals)

Layout

1. **Headline (top):** 8–10 words

2. **Central graphic**

3. **3 supporting visuals/data**

4. **CTA (bottom):** URL/QR code

Examples

- Collage 1: https://i.pinimg.com/originals/9f/15/a0/9f15a009f7f09b7882b81a36ffa1cc5b.jpg
- Collage 2: https://i.pinimg.com/originals/2e/b7/6a/2eb76a0f2b2bd7d73dd605176b72ad08.jpg
- Collage 3: https://i.pinimg.com/originals/76/ea/87/76ea87a78624065defcc4590f1c688f5.png

Rubric (100 pts)

Criterion	Weight
Visual Impact	30%
Clarity of Message	25%
Design Excellence	25%
Data Integrity	10%
CTA Visibility	10%

Rubric details explained:

Criterion	What this means you must do
Visual Impact	Grab attention instantly with a bold focal image or graphic that draws the eye from across the room.
Clarity of Message	Communicate your solution in ≤10 words so anyone can understand it at a glance.
Design Excellence	Arrange elements (images, text, data) in a balanced, professional layout with clear hierarchy and consistent typography.
Data Integrity	Show at least one accurate statistic or fact (with a small citation) that strengthens your argument.
CTA Visibility	Feature your call-to-action prominently (large font or QR code) so it's impossible to miss.

RESOURCES & SUPPORT

- Office hours: After Class/Tutorial (Informal)/By Appointment
- Reach out to us on Slack (Yichun/Johnson/Myself)

Focus relentlessly on **quality over quantity**. Aim to create something you'd proudly share on LinkedIn, Instagram, or hang on a public bulletin board — something that truly **moves people to act**.