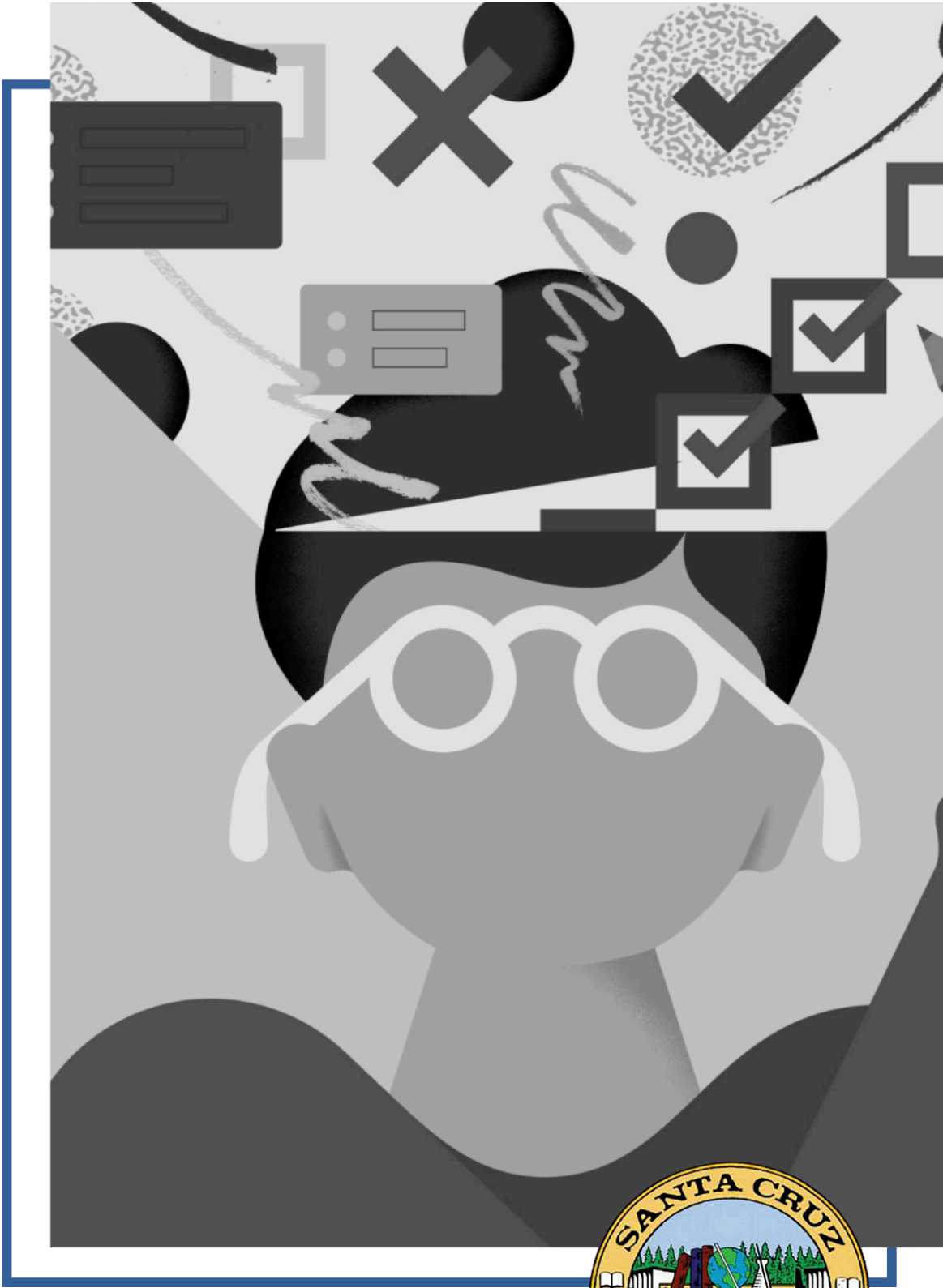


# PORTFOLIO GUIDE



**CAREER TECHNICAL EDUCATION**  
*GUIDE TO CREATING YOUR CLASS PORTFOLIO*





# CTE Portfolio Guide

## Table of Contents:

[Overview](#)

[Portfolio Checklist](#)

[General Resume Tips](#)

[Letter of Introduction](#)

RESUME GUIDE

[Writing an Objective](#)

[Formatting Experience](#)

[List of Skills](#)

[List of Work Experience](#)

[Formatting your References](#)

[Sample Resumes](#)

WORK SAMPLES

[Formatting your Work Samples](#)

[Rubrics for Assessment](#)

## **What is a CTE Portfolio?**

A CTE portfolio is a summary of your strengths and abilities and a showcase of the skills you gained while taking a CTE class. It is a collection of samples of your work that demonstrates your best skills and abilities. In addition to work samples from your CTE class, the portfolio contains a resume and an introduction letter or a personal bio. These written documents can be used as part of a job interview, college admissions interview or other opportunities where it is important to show your skills and abilities. By completing your portfolio, you are able to reflect on what you learned in your CTE class and how it enhances your unique set of experiences, strengths, and skills. This document is a reference guide to help you create the CTE portfolio.

## **How do you get started on your CTE Portfolio?**

The process for developing your portfolio is simple. Throughout your course you will collect assignments, take photos of projects, and write reflections on your work. You organize and store all of this work in your google drive. Near the end of your course, choose several items for your final portfolio and organize the materials to meet the portfolio guidelines.

## **CTE Portfolio Tips:**

- Take time to put your portfolio together and refer to the rubric to make sure you are creating the highest quality portfolio of your work.
- Follow the checklist order and make sure your portfolio includes everything on the list.
- All written work must use proper grammar, spelling, capitalization and punctuation and be formatted according to the instructions provided. Have someone proof your portfolio before submitting.
- More is not always better – be selective in only showing the very best work in your portfolio.

# Portfolio Checklist

Use this checklist to make sure that you include all information in your portfolio

<b>Cover page/Table of Contents</b> – may be separate pages.	
<b>Letter of Introduction or Written Bio:</b> This is a document that briefly describes your special traits, qualities, hobbies, and personal, educational and career goals. Include your top skills and abilities. Make sure to use correct spelling and grammar.	
<b>Resume with references</b> with full name and title, and email	
<b>Three to five work samples</b> can include photos, videos, projects, etc. related to the CTE class(es) you are enrolled in. If you are enrolled in more than one CTE class you can combine your work into one portfolio if you would like.	
<b>Written Reflections for each work sample</b> What skills does this work sample demonstrate? If you are in more than one CTE class, you can submit one portfolio with work samples from each class labeled indicating which class the work is from.	
<b>Completed Review form</b> you can complete the review form, as well as a peer, and/or an industry representative.	
<b>Portfolios</b> can be completed as a printed binder of work, a digital file, or a website depending on the specific requirements of your class.	

## **Letter of Introduction**

A letter of introduction often times accompanies a resume. It is used to give further detail on who you are, what your goals are, and why you are applying for a specific job. In your portfolio the letter of introduction is used for the portfolio viewer to get to know you and your interests and goals. By including a letter of introduction in your portfolio, you are showcasing your business writing skills.

Write your letter in a google doc following the formatting of the letter below. Use 12 pt font size. In your letter of introduction you will write a series of paragraphs following the outline below. It should be professional in nature and showcase your writing abilities. Possible people reading this letter will include portfolio competition judges, scholarship committees, employers, etc.

### **LETTER OF INTRODUCTION OUTLINE**

**Paragraph 1:** Write a paragraph introducing yourself. This paragraph should include your name, school you are attending and year you are graduating. Talk about what your goal is after graduating from high school.

**Paragraph 2:** Write about the classes that you have enjoyed most during your education. Write about why you liked those classes. Write about how those classes relate to your future goals.

**Paragraph 3:** Write specifically about this class and what you have learned by taking this class. Not only technical things such as how to use Adobe Creative Suite or a Macintosh computer, but also job related skills like creative problem solving, working with clients, time management, etc.

**Paragraph 4:** Talk about your portfolio specifically. "On the following pages you will see my resume, examples of my work, a list of references.... End with something like "I hope you enjoy viewing my portfolio. At the end of the letter type Sincerely, leave room for your signature, then type your name.

**John Star**  
242 Crest St.  
Capitola, CA 95010  
(831) 553-2323  
[jostar@yahoo.com](mailto:jostar@yahoo.com)

Date

To Whom It May Concern:

I am currently attending Soquel High School where I will be graduating this year in June. I enrolled in CTE classes, which are business-oriented. CTE classes have given me a closer look at the business world and I have learned excellent work skills. My top five work skills are:

- Excellent communication skills with strong listening skills
- Responsible and reliable with attention to detail
- Strong team player who thrives in teamwork situations
- Good computer skills
- Excellent time management skills

I have received special acknowledgement from my employers for strong skills and work ethics.

I recently was accepted to CalPoly and plan to go there in the Fall and pursue a degree in Agribusiness. After receiving my degree, I plan to work in my family's strawberry farming business. Eventually, I hope to be the president of the business. I have many hobbies including surfing, skiing and playing baseball but most of all, I enjoy riding my horse up in the hills. It gives me a sense of freedom and independence.

My portfolio shows some of the skills and abilities I have acquired while attending Soquel High School and throughout my work experience. I have always enjoyed landscaping and have enrolled in the Horticulture class for my last semester of high school. From my past experience you will notice that I enjoy working especially when I leave the job better than it was when I first got there. I have been doing tree work for three years and have worked for commercial and residential customers. Thoroughness and safety are some of my favorite qualities.

Included in this portfolio, is my resume summarizing my schooling, work experience, and skills. In addition I have a list of references, letters of recommendation, and samples of my work. I hope you enjoy reviewing my portfolio.

Sincerely,

John Star

## Writing Your Resume

Click here for a video [overview of the resume](#)

Click here for a video on [making a resume with no work experience](#)

Click here for a video on [making a resume with work experience](#)

The resume is a key piece to a successful job search. It should clearly describe who you are, your skills and abilities, educational and extracurricular background and work experience.

The more concise and neatly written your resume is the better chance of you being asked in for an interview. The resume has three major purposes:

1. To help you get a personal interview;
2. To provide the employer with information during the interview;
3. To remind the employer of you after the interview.

## Steps to Writing Your Resume

You will include this information:

1. Your personal information; name, city and state, and professional e-mail address.
2. Your job objective; the work you want to do. Be specific.
3. Special skills – identify those skills that would be important to the job objective.
4. Your education – list the high school you are attending, the city and state and note your year of graduation. List courses you have completed that might be useful for the job you are applying for.
5. Your work experiences – include both paid and volunteer work. Use reverse chronological order. Start with your current or most recent job and work backwards to your first job. Use action verbs to describe your work like “Managed the shop; Assisted in the development of.....”
6. Extracurricular Activities – write those special activities that you participated in or are currently involved in either at school or in the community. Indicate name of organization and dates.
7. Awards & Achievements– Recognition or awards you have received.
8. References – Talk to those people who know your work and ask them if they will be a reference for you. Include the person’s name, title, and email address

## How to Write the Objective

The objective statement tells readers the purpose of your resume. Are you trying to get a waitressing job? A retail sales job? A college scholarship? State it in your objective along with your qualifications and experiences. The ideal resume and objective are tailored to a specific position and employer. You should modify a resume to emphasize different skills and experience for different opportunities. So remember, you can change your objective each time you apply for a different job to more closely align with the position for which you are applying.

## Sample Job Objectives

- Highly energetic person seeking a position in retail sales.
- Hardworking, detail oriented person seeking a position as a construction intern.
- Seeking an entry-level office assistant position, offering excellent computer skills.
- Seeking an internship as a health aide helping medical personnel assist patients and provide quality health care.
- Avid writer seeking a challenging, entry-level position in Journalism.
- Creative web designer seeking an internship at a graphic design agency.
- Seeking a position as a preschool aide in a childcare facility.

## How to Write About Your Experience

Here is a link to a resume [template with no work experience](#)

Here is a link to a resume [template with WITH work experience](#)

### Writing a Resume With No Experience

Many students think that because they haven't worked an official job, they have no experience. But this isn't true. Let's go over what kind of experience is beneficial to include on your resume.

**So what types of experiences can you include on your high school resume?** Of course, if you have work experience—even if it's for your family business and you weren't an "official" employee—you should showcase it. But if not, don't worry. Instead, you can share information about your **volunteer work, community service, club involvement, participation in sports, or role on the yearbook staff.**

These types of activities are impressive to potential employers and colleges, so don't be nervous if you're writing a high school resume with no work experience. Be proud of the unique experiences you've had. You can even change the title of the section from "Work Experience" to "Relevant Activities" or "Major Achievements."

### Tips for Writing About Your Experience

Once you've identified two to four experiences or activities to showcase on your high school resume, you will want to use between three and five bullet points to describe each experience. Here are a few guidelines to ensure your experience descriptions have the greatest impact:

- Begin each bullet point with an [action verb](#)—such as created, completed, or managed. Try not to use the same verb more than once.
- Use condensed language. Exclude pronouns, conjunctions, and any unnecessary words.
- Tailor your descriptions by using specific keywords. If your high school resume is for a job application, sprinkle in keywords used in the job description to represent yourself as the



ideal employee for the position. If you're applying to a college or scholarship, add keywords from their mission and values statements to prove you're exactly the type of student they want.

- Add numbers and results whenever possible. You might include the hours per week you devoted to the activity, how many customers you served, or the number of products you created.

### **Here is an example for formatting work experience or volunteer experience:**

Retail Associate — Old Navy, Inc.

November 2018 - January 2020

- Provided exceptional customer service to 200 guests daily, which included giving tailored product recommendations and answering questions about store policies.
- Processed cash and card payments for products equalling over \$3,000 per shift, while maintaining a balanced register.
- Designed, executed, and maintained attractive product displays that increased sales of featured items by 15%.

Graphic Design Teacher's Aide — Harbor High School

Aug 2020 - May 2021

- Tutored students individually on computer techniques
- Trouble-shooted technology problems
- Emptied recycling and checked mail on a daily basis

### **Here is are examples of customer service work experience you might list on your resume:**

Greeting customers: Politely welcoming customers as they enter the store or establishment.

Assisting with inquiries: Helping customers find products, providing information, and answering questions about the products or services offered.

Cash handling: Operating a cash register, handling transactions, and providing accurate change to customers.

Stocking and organizing: Restocking shelves, organizing merchandise, and ensuring the store's appearance is neat and well-maintained.

Bagging items: Properly bagging customers' purchases to ensure their items are protected and easy to carry.

Handling returns and exchanges: Assisting customers with returns, exchanges, and refunds, following store policies.

Resolving issues: Addressing customer complaints or concerns in a courteous and professional manner and seeking assistance from a supervisor when necessary.

Up-selling and cross-selling: Recommending additional products or services that complement the customer's purchase.

Maintaining cleanliness: Keeping the store or work area clean and orderly, including sweeping, mopping, and cleaning surfaces.

Taking phone orders: Answering phone calls, taking orders, and providing information to customers over the phone.

Following safety procedures: Ensuring that safety protocols, such as fire exits and emergency procedures, are followed.

Teamwork: Collaborating with colleagues to ensure smooth store operations and assist with tasks as needed.

Product knowledge: Continuously updating product knowledge to provide accurate information to customers.

Cash reconciliation: Balancing cash registers at the beginning and end of shifts and reporting any discrepancies.

Training new employees: Assisting in the training of new hires in customer service and store procedures.

**Here is are examples of restaurant work experience you might list on your resume:**

Customer service: Providing excellent customer service by taking orders, serving food and beverages, and addressing customer inquiries and requests.

Order accuracy: Ensuring that orders are correctly taken, prepared, and delivered to the customers as requested.

Table setting and bussing: Setting tables, clearing and cleaning tables between customers, and preparing them for the next guests.

Food preparation: Assisting in basic food preparation tasks, such as chopping ingredients, assembling dishes, or preparing beverages.

Cash handling: Operating cash registers, processing payments accurately, and providing customers with correct change.

Cleaning and sanitation: Maintaining a clean and hygienic work environment by washing dishes, cleaning surfaces, and ensuring compliance with health and safety standards.

Teamwork: Collaborating with other restaurant staff to ensure smooth service, including communication with kitchen staff and host/hostess teams.

Special requests: Accommodating special dietary requests and ensuring that all customers' needs are met to the best of your ability.

Upselling and suggestive selling: Recommending additional menu items, desserts, or drinks to increase sales and enhance the dining experience for customers.

Handling complaints: Addressing customer complaints or concerns in a polite and professional manner and seeking assistance from a supervisor when necessary.

Shift closing duties: Assisting in closing tasks, such as cleaning, restocking, and preparing the restaurant for the next day's service.

Menu knowledge: Having a good understanding of the restaurant's menu, including ingredients, preparation methods, and specials.

Multitasking: Effectively managing multiple tasks, such as taking orders, serving food, and maintaining a clean and organized work area.

Cash reconciliation: Balancing cash registers at the beginning and end of shifts and reporting any discrepancies.

Training: Participating in training sessions to learn about restaurant procedures, food safety, and customer service standards.

## **Examples of Volunteer Job Experience**

- Blood Drive Worker
- Camp Counselor
- Church Group Member
- Coach
- Fund Raising Worker
- Library Aide
- Life Guard
- Nursing Home Assistant
- Recreational Aide
- Recycle Helper
- Teacher's Aide
- Telethon Helper
- Voter Registrar
- Wildlife Rescuer
- Youth Group Leader

## **Possible Extracurricular Activities**

- Girl or Boy Scouts
- High School Sports
- Church Choir / Church Group
- School Clubs
- School Honor Societies
- Mock Trial
- Speech and debate team
- Yearbook
- Community Sports

If you have no work, extracurricular, or volunteer experience, do not include that section in your resume, but make sure you focus on a strong section of strengths. Here are some examples of strengths below.

## A List of Skills, Strengths and Abilities

Listening	Customer Service	Communication skills (both written and oral)
Resolving Conflict	Friendly	Highly Organized
Communication	Good Listener	Inventive
Time Management	Presentation	Adept at Conflict Resolution
Problem-Solving	Reading	Exceptional Listener
Team-Player	Verbal communication	Curious
Attention to Detail	Written communication	Diplomatic
Flexible	Bookkeeping	Responsible
Collaborative	Budgeting	Punctual
Experienced Leader	Tutoring	Reliable
Microsoft Office	Scheduling	Takes initiative
Google Office	Sales	Persistent
Applications	Project management	Enthusiastic
Adobe Creative Suite	Editing	Adaptable
Bike Repair	Video Editing	Detail Oriented
Auto Repair	Event promotion	Organized
Graphic design	Event planning	Deadline Driven
Social media	Management experience	Quick Learner
Fundraising	Adaptable	
Budgeting		
Research		
Bilingual		

### Interpersonal Skills

Able to interact successfully with a wide range of people. Know how to interpret and use body language.

### Oral communication skills

Presents information and ideas clearly and concisely, with content and style appropriate for the audience.

### Public speaking skills

Able to make formal presentations and present ideas in an interesting way.

### Counseling skills

Responds to what others have said in a non-judgmental way. Builds trust and openness with others.

### Mentoring skills

Gives feedback in a constructive way. Helps others to increase their knowledge or skills.

### Training skills

Able to help others gain knowledge and skills. Able to create an effective learning environment.

### Supervising skills

Delegates responsibilities and establishes an appropriate system of accountability. Able to monitor progress and assess the quality of job performance of others.

### Leadership skills

Motivates and empowers others to act. Inspires trust and respect in others.

### Persuading skills

Communicates effectively to justify a position or

influence a decision. Able to sell products or promote ideas.

**Negotiation skills**

Able to negotiate skillfully. Knows how and when to compromise.

**Mediation skills**

Able to resolve conflicts that stem from different perspectives or interests. Able to deal with conflict in an open, honest, and positive way.

**Customer service skills**

Able to build a relationship of mutual trust with clients. Able to handle complaints and concerns in a sensitive way.

**Care-giving skills**

Able to empathize with others. Able to give sensitive care to people who are sick or elderly or who have severe disabilities.

**Critical thinking skills**

Able to review different points of view or ideas and make objective judgements. Investigates all possible solutions to a problem, weighing the pros and cons.

**Creative thinking skills**

Able to generate new ideas, invent new things, create new images or designs. Find new solutions to problems.

**Problem solving skills**

Able to clarify the nature of a problem, evaluate alternatives, propose viable

solutions and determine the outcome of various options.

**Decision-making skills**

Able to identify all possible options, weigh the pros and cons, assess feasibility and choose the most viable option.

**Planning skills**

Able to plan projects, events, and programs. Able to establish objectives and needs, evaluate options, and choose the best option.

**Organization skills**

Able to organize information, people, or things in a systematic way. Able to establish priorities and meet deadlines.

**Advanced writing skills**

Able to select, interpret, organize and synthesize key ideas. Able to edit written text to ensure that the message is clear and concise.

**Research skills**

Knows how to find and collect relevant background information. Able to analyze data, summarize findings and write a report.

**Financial skills**

Able to work within a determined budget. Able to work a cash register.

**Language skills**

Bilingual. Able to translate or interpret in a given language.

**Advanced computer skills**

Able to use a variety of software programs. Knowledgeable about Graphic Design and Adobe Applications.

**Technological Skills**

Reads and follows technical manuals with ease.

**Mechanical skills**

Able to install, operate, repair and monitor the performance of equipment and mechanical devices.

**Adaptability skills**

Capacity to adapt to new situations and settings and to tolerate change well. Flexible to adapt to the needs of the moment.

**Clerical skills**

Able to use computer software and effectively organize digital information

**Curiosity**

the ability to apply a sense of wonder and a desire to learn more.

**Taking initiative**

the ability to be resourceful and work without always being told what to do

**Multi-disciplinary thinking**

find solutions to complex problems from several perspectives.

**Empathy**

ability to sense other people's emotions

## Formatting References

References are people who can attest to your character. References are different from recommendations. Recommendations are letters or statements that detail your strengths and abilities that are written by one of your references. When you have extra room on your resume, your references can be listed there.

### Who makes a good reference?

- Teacher
- Coach
- Counselor
- Present or past employer

### References to Avoid:

- Anyone under 18
- Personal friends
- Family members

- Include at least two references.
- Always ask whether or not someone is willing to be a reference for you.
- Once you have gotten approval to use someone as a reference, verify the email address or phone number they want you to use.

When formatting the resume include the information shown in the sample below:

*Person's Name:* Bob Smith

*Email Address:* Bsmith@gmail.com

*Phone Number:* (831) 438-2468

*Title & Place of Work:* Business Owner, Pacific Springs Water

## Asking for a Letter of Recommendation

Letters of recommendation are important when applying for scholarships, colleges, or jobs. When you have a great relationship with your coach, employer, or teacher, they make excellent candidates for writing you a letter of recommendation. Make sure you follow these tips when asking for a letter of recommendation.

1. Make sure you give plenty of advanced notice by giving the person at least two weeks lead time to write your letter.
2. Provide your letter writer with your updated resume and any other information that will help them write the letter.
3. Be sure to thank the person who wrote your letter of recommendation.

# Jane Doe

Mobile: (831) 528-2226 | janedoe@gmail.com

## EDUCATION

**Harbor High School**

Santa Cruz, CA, 2021

**GPA:** Weighted: 4.16 / Unweighted: 4.0

Relevant Coursework: American Government Honors, Yearbook, AP Lit & Comp, AP Calculus

## EXPERIENCE

**Theater Member**

SCHS Theater / HHS Theater / CMTSJ, CA

*Performer & Stage Manager*

2017-2021

- Performed in leading roles in ten plays and musicals throughout high school. Demonstrated and honed singing, dancing, and acting skills.
- Stage managed a tech crew of over eight people at Santa Cruz High. Called the show from backstage, including directing set changes and cueing lights and sound.

**Yearbook Editor**

Harbor High School, CA

*Design Editor*

2021

- Developed the school yearbook as well as collaborated with and managed other yearbook staff. Created over ten original two-page spreads in addition to editing and proofing all other pages in the 176 page book to create a cohesive design.
- Used journalism skills including photography and interviewing to virtually research and investigate school activities. Also connected with the student body to produce a yearbook that accurately represented school life during the pandemic.

## AWARDS / HONORS

• **Best New Runner Award**

2017-2018 Season

Received award from Coach Greg Brock for filling in as a Varsity Cross Country runner, earning the girls team first place in Central Coast Sectionals.

• **Santa Cruz Art League**

2018

Awarded 2nd Place for crafting a metal butterfly pendant and necklace. Showcased exceptional jewelry and metalworking skills.

## ADDITIONAL SKILLS

- Proficient in graphic design programs such as Adobe Illustrator, Photoshop, and InDesign.
- Well versed in arts and crafts including advanced sewing, knitting, crocheting, embroidery, cross stitching, painting, jewelry design and metalworking, and wire wrapping.
- Tennis, Piano, Guitar, Skiing, and Roller Skating

# HIGH SCHOOL RESUME

from Resume Genius

## contact

123 . 456 . 7890



AmeliaRoberts@gmail.com



45 Winfield Dr.  
Charleston, SC 90764



Linkedin.com/username



## education

CLASS OF 2022, 3.8/4.0 GPA  
*Heritage High School*  
Charleston, SC

### RELEVANT COURSEWORK

Intro to Business /  
Entrepreneurship / Computer  
Applications

## awards

National Merit Scholarship Finalist  
Academic Honor Roll

## key skills

Spanish - Conversational



70+ WMP Typist



Google Suite



Customer Service



Project Planning / Budgeting



Public Speaking



## career objective

Responsible and ambitious student (3.8/4.0 GPA) with excellent time management. Seeking to apply my customer service abilities and project/event planning skills to the Business Development summer internship at your company. Possess proven communication skills and a strong work ethic that will aid your company in meeting its milestones.

## volunteer experience

### INFORMATION DESK ASSISTANT

*MUSC Children's Hospital / August 2020–Present*

- Greet hospital patients and visitors, and provide guidance in finding the proper patient room, clinic, or department
- Process and distribute mail and newspapers to patient rooms
- Help wheelchair-bound patients reach their destinations

### VOLUNTEER

*One80 Place Homeless Shelter / April 2019–November 2020*

- Organized a schoolwide canned food drive that collected 400+ cans in one month (November 2018)
- Assisted in biweekly meal preparation and lunch service on Saturdays
- Processed incoming food donations and organized the food pantry, developing a new system of grouping items by expiration date to reduce monthly food waste by 15%

## extracurriculars

- Model United Nations – President
- Student Council – Secretary
- National Honor Society
- Business Professionals of America



## **Work Samples**

Your work samples are an important part of your CTE Portfolio. They showcase the skills and creativity you put towards your class projects over the past school year. Your work samples can also show how your skills have developed over time. Make sure you take photos of your work to include in the portfolio.

## **Written Reflections**

It is important that you include a written reflection alongside your work samples. The written reflection allows you to describe the requirements of an assignment, and the skills you gained or strengthened by completing the assignment. The reflection can also explain the challenges you may have encountered when working on the project and how you overcame those challenges. Here are the questions you should answer in paragraph form in your written reflection. This written work should be free from errors.

1. Describe the requirements of the assignment.
2. What did you enjoy about this assignment?
3. What was challenging about this assignment?
4. What are you most proud of about this assignment?
5. What skills did you gain or strengthen from this project? (Think of both technical and transferable skills. Refer to the list of skills given earlier in this portfolio guide.)

## **Written Reflection Examples (see next page)**

# 1

## Choir Poster

The name of this project was the Choir Poster project. While I was working on this assignment I learned that it is really helpful to have inspiration. By looking at posters that I thought looked really good and putting my own twist on it kept it original while still looking good. I also learned to use overlays to give it more texture. I found that organization was the hardest part of this assignment. I made so many lines and shapes that it was getting really hard to find what I was looking for. I enjoyed making most of the stuff for this project. Usually I use a photo in my posters and this one was from scratch.



# 3

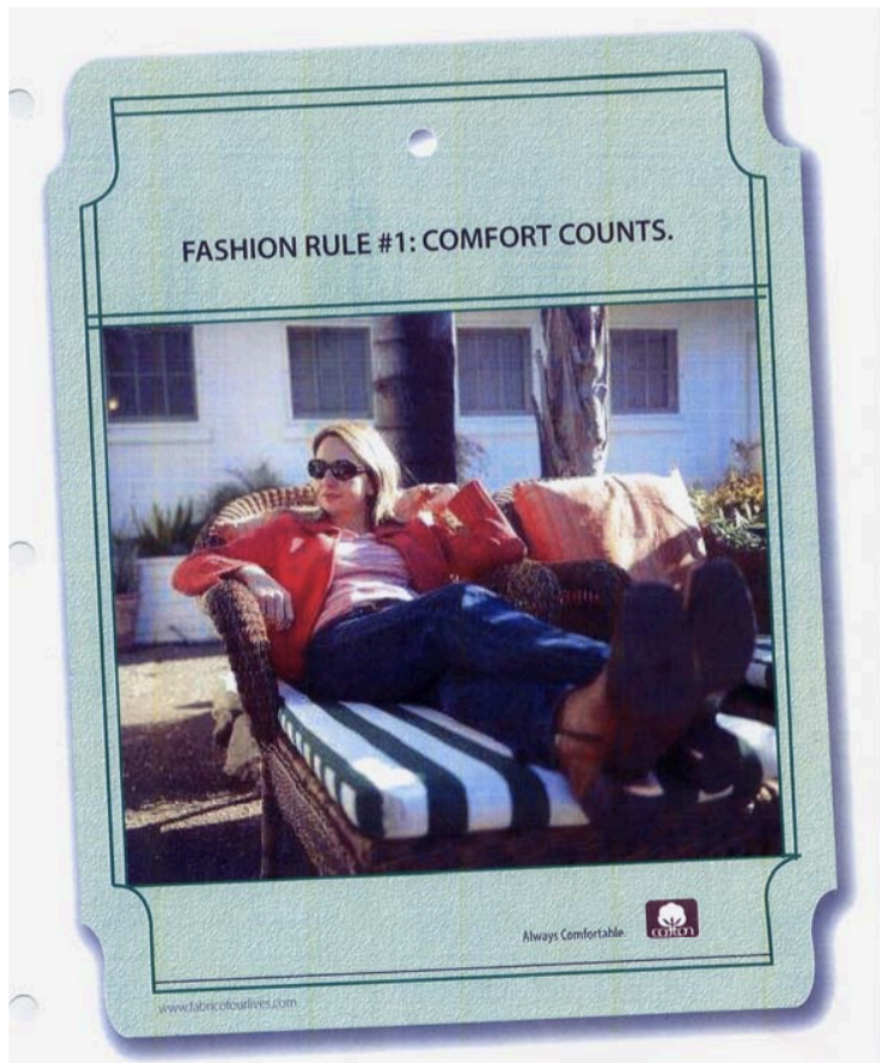
## Film Poster

This was the Film Poster Design project. For this assignment there was quite a lot of information that I needed to fit onto the page, so I wanted to make sure that it wasn't too crowded, while still having a strong central graphic. I decided to make my poster around the popcorn bucket because I hadn't seen that approach before and I wanted it to be interesting. Then I made the type tilted and added the popcorn to create a sense of movement. When I did this project I learned that I should pay just as much attention to the type as the graphic. I also learned that lots of white space isn't a bad thing. I figured out that if you don't expand the text box the type can disappear, so you need to check for that at the end of your poster. The most challenging thing about making this poster was coming up with an idea that was different from other peoples. I enjoyed doing the type for this poster, I liked finding retro fonts that worked with the theme I was working with.



In this assignment we were asked to recreate an advertisement so that the design was the same but the target market was different. I was given an advertisement for cotton that was geared towards young women. I redesigned it so that it would target older women. I did this by changing the focus of the advertisement from style to comfort. I pictured an older woman relaxing by the pool instead of the original advertisement that had a younger woman standing in the street. At first it was challenging for me to come up with a way that cotton was different for an older woman vs a younger woman. I reached out to a few friends and family members to help me come up with this concept.

I used a combination of Adobe Photoshop and Adobe Illustrator to recreate it. The background and shadow was created in Photoshop and the line and text were created in Illustrator. I am proud of how much my technical skills in selection tools strengthened when working on this project. This project helped me become more proficient in Photoshop and Illustrator. This project also helped me strengthen my time management skills because I had to meet a tight deadline.



# CTE LETTER OF INTRODUCTION RUBRIC

**Primary CTE Standards for Career Ready Practice Assessed:** 1. Apply appropriate technical skills and academic knowledge. 2. Communicate clearly, effectively, and with reason 3. Develop an education and career plan aligned with personal goals. 4. Apply technology to enhance productivity. 7. Act as a responsible citizen in the workplace and the community. 10. Demonstrate creativity and innovation.

Evaluation Levels	Exceeded	Met	Nearly Met	Not Met	Points Earned
Point Value	4	3	2	1	1-4
<b>Formatting</b>	<p>Neatly formatted letter with address aligned to the left with space between each paragraph. All paragraphs align to the left with no indentation.</p> <p>Proper formatting of signature including space for handwritten signature.</p> <p>Extra attention paid to formatting a letterhead design.</p>	<p>Neatly formatted letter with address aligned to the left with space between each paragraph. All paragraphs align to the left with no indentation.</p> <p>Proper formatting of signature including space for handwritten signature.</p>	<p>Formatting missing some proper conventions such as: address aligned to the left with space between each paragraph.</p> <p>All paragraphs align to the left with no indentation.</p> <p>Proper formatting of signature including space for handwritten signature.</p>	<p>No attention is paid to proper formatting of paragraph alignment, address, or signature..</p>	
<b>Intro paragraph</b>	<p>Includes date, greeting, your name, school you are attending and year you are graduating. Talks about what your goal is after graduating from high school.</p> <p>Includes additional information aside from requirements listed above.</p>	<p>Includes date, greeting, your name, school you are attending and year you are graduating. Talks about what your goal is after graduating from high school.</p>	<p>Missing 1-2 items from this list:</p> <ul style="list-style-type: none"> <li>• Date</li> <li>• Greeting</li> <li>• Your name and school you are attending</li> <li>• Year you are graduating</li> <li>• Goals.</li> </ul>	<p>Missing more than 2 items from this list:</p> <ul style="list-style-type: none"> <li>• Date</li> <li>• Greeting</li> <li>• Your name and school you are attending</li> <li>• Year you are graduating</li> <li>• Goals.</li> </ul>	
<b>Central Paragraph</b>	<p>Includes the classes that you have enjoyed most during your education. Includes why you liked those classes. Includes an</p>	<p>Includes the classes that you have enjoyed most during your education. Includes why you liked those</p>	<p>Missing 1-2 items from this list:</p> <ul style="list-style-type: none"> <li>• Classes that you have enjoyed most during your</li> </ul>	<p>Missing more than 2 items from this list:</p> <ul style="list-style-type: none"> <li>• Classes that you have</li> </ul>	

	<p>explanation about how those classes relate to your future goals.</p> <p>Specifies what you have learned by taking a CTE class. Not only technical things but also job related skills like creative problem solving, working with clients, time management, etc.</p> <p>Includes additional information aside from requirements listed above.</p>	<p>classes. Includes an explanation about how those classes relate to your future goals.</p> <p>Specifies what you have learned by taking a CTE class. Not only technical things but also job related skills like creative problem solving, working with clients, time management, etc.</p>	<p>education.</p> <ul style="list-style-type: none"> <li>• Why you liked those classes.</li> <li>• Includes an explanation about how those classes relate to your future goals.</li> <li>• What you learned by taking a CTE class including both hard and soft skills.</li> </ul>	<p>enjoyed most during your education.</p> <ul style="list-style-type: none"> <li>• Why you liked those classes.</li> <li>• Includes an explanation about how those classes relate to your future goals.</li> <li>• What you learned by taking a CTE class including both hard and soft skills.</li> </ul>	
<b>Concluding Statements</b>	<p>Concludes in a brief paragraph of 2-3 sentences that restates your goal and states a way to contact you. At the end of the letter type Sincerely, leave room for your signature, then type your name.</p> <p>Includes additional information aside from requirements listed above.</p>	<p>Conclude in a brief paragraph of 2-3 sentences that restates your goal and states a way to contact you. At the end of the letter type Sincerely, leave room for your signature, then type your name.</p>	<p>Missing 1-2 items from this list:</p> <ul style="list-style-type: none"> <li>• Restate your goal.</li> <li>• State a way to contact you.</li> <li>• Formatting includes room for your signature.</li> </ul>	<p>Letter ends with no concluding statements.</p>	
<b>Spelling, Grammar, Capitalization and Punctuation</b>	<p>There are no spelling errors.</p> <p>The same tense is used throughout the resume.</p> <p>All proper nouns are capitalized.</p> <p>Periods are used consistently.</p>	<p>There are no spelling errors.</p> <p>The same tense is used throughout the resume.</p> <p>All proper nouns are capitalized.</p> <p>Periods are used inconsistently.</p>	<p>There are some spelling errors.</p> <p>Some capitalization errors are found.</p> <p>Periods are used inconsistently.</p>	<p>There are many spelling errors.</p> <p>Some capitalization errors are found.</p> <p>Periods are used inconsistently.</p>	
<b>Total Score    __ points</b>					

Comments	
----------	--

## CTE RESUME RUBRIC

**Primary CTE Standards for Career Ready Practice Assessed:** 1. Apply appropriate technical skills and academic knowledge. 2. Communicate clearly, effectively, and with reason 3. Develop an education and career plan aligned with personal goals. 4. Apply technology to enhance productivity. 7. Act as a responsible citizen in the workplace and the community. 10. Demonstrate creativity and innovation.

Evaluation Levels	Exceeded	Met	Nearly Met	Not Met	Points Earned
Point Value	4	3	2	1	1-4
<b>Formatting</b>	<p>Neatly formatted with consistent use of font style, size, bold headings, and alignment of information.</p> <p><b>Detailed and creative attention was paid to formatting.</b></p> <p>Resume does not have excessive empty or blank areas.</p> <p>Only headings are included where appropriate experience can be listed. For example you do not include the heading "Work Experience" then say "I have no work experience"</p>	<p>Neatly formatted with consistent use of font style, size, bold headings, and alignment of information.</p> <p>Resume does not have excessive empty or blank areas.</p> <p>Only headings are included where appropriate experience can be listed. For example you do not include the heading "Work Experience" then say "I have no work experience"</p>	<p><b>Some inconsistencies with</b> use of font style, size, bold headings, and alignment of information.</p> <p><b>Resume has some excessive empty or blank areas.</b></p> <p>Only headings are included where appropriate experience can be listed. For example you do not include the heading "Work Experience" then say "I have no work experience"</p>	<p><b>Formatting is messy</b> with no attention paid to alignment, consistent fonts and sizes of type.</p> <p>Resume has excessive empty or blank areas.</p> <p>Headings are included with no associated information. For example the resume includes "work experience" as a heading and lists "no experience" under the heading.</p>	

<p><b>Experience Content</b></p>	<p>Volunteer, extra curricular, or work experience are listed.</p> <p><b>Each experience includes the date, and has more than the minimum of two bullet points listing duties.</b></p>	<p>Volunteer, extra curricular, or work experience are listed.</p> <p>Each experience includes the date, and has a minimum of two bullet points listing duties.</p>	<p>Volunteer, extra curricular, or work experience are listed.</p> <p>Each experience includes the date, but <b>has no bullet points listing duties.</b></p>	<p>No experience is listed.</p>	
<p><b>Education Content</b></p>	<p>Nothing earlier than high school education is listed.</p> <p>Name of high school, location, and year of graduation is included.</p> <p>Rigorous courses or courses related to the resume objective are bulleted out.</p> <p>GPA is listed if a 3.5 or above.</p>	<p>Nothing earlier than high school education is listed.</p> <p>Some High School information about location or year of graduation is missing</p> <p>Rigorous courses or courses related to the resume objective are bulleted out.</p> <p>GPA is listed if a 3.5 or above.</p>	<p><b>Education earlier than high school education is listed.</b></p> <p><b>All High School information about location or year of graduation is missing</b></p> <p>No information on courses are bulleted out.</p>	<p>No information on education listed.</p>	
<p><b>Skills Content</b></p>	<p>A minimum of eight skills are listed. <b>The skills are listed in sentence form with additional information.</b></p> <p>Skills relate to your objective.</p>	<p><b>A minimum of eight skills are listed.</b></p> <p>Skills relate to your objective.</p>	<p><b>A minimum of 4 skills are listed.</b></p> <p><b>Skills might not relate to your objective.</b></p>	<p>Less than 4 skills are listed..</p> <p>Skills might not relate to your objective.</p>	

<b>Contact Information</b>	<p>Your first and last name is listed</p> <p>Your city and state is listed</p> <p>Your professional email is listed. (email should just include your first and last name with no nicknames, jokes, slang, etc.)</p>	<p>Your first and last name is listed</p> <p><b>You did not list your city and state</b></p> <p>Your professional email is listed. (email should just include your first and last name with no nicknames, jokes, slang, etc.)</p>	<p>Your first and last name is listed</p> <p><b>You did not list your city and state</b></p> <p><b>Your email is unprofessional</b> (email should just include your first and last name with no nicknames, jokes, slang, etc.)</p>	<p>You are missing contact information.</p>	
<b>Spelling, Grammar, Capitalization and Punctuation</b>	<p>There are no spelling errors.</p> <p>The same tense is used throughout the resume.</p> <p>All proper nouns are capitalized.</p> <p>Periods are used consistently.</p>	<p>There are no spelling errors.</p> <p>The same tense is used throughout the resume.</p> <p>All proper nouns are capitalized.</p> <p><b>Periods are used inconsistently.</b></p>	<p><b>There are some spelling errors.</b></p> <p>Some capitalization errors are found.</p> <p>Periods are used inconsistently.</p>	<p><b>There are many spelling errors.</b></p> <p>Some capitalization errors are found.</p> <p>Periods are used inconsistently.</p>	
<b>Total Score</b> ___ points					
<b>Comments</b>					