

Important Notice

These guidelines for portfolio writing are subject to change and may be amended without prior notice.

All undergraduates are responsible for carefully reading, understanding, and following the latest version of the guidelines.

Thank you for your cooperation.

PORTFOLIO SUBMISSION GUIDELINES

Department of Mass Media,

Sri Palee Campus,

University of Colombo

Dear Final-Year Undergraduates,

As part of the coursework requirements of the **Internship Programme**, every final-year undergraduate is required to submit a **Portfolio** by the deadline prescribed for submission to the Examination Branch.

The portfolio is an **integral part of your academic programme** and will be formally evaluated. Therefore, students are expected to prepare the portfolio carefully, accurately, creatively, and professionally.

1. What is a Portfolio?

An academic portfolio is a systematically organised collection of a student's academic achievements, learning experiences, skills, activities, professional experiences, creative work, achievements, and evidence of personal and professional development over a specified period.

In this portfolio, you are expected to present a reflective record of your undergraduate journey at Sri Palee Campus from the time you entered the Campus until you completed the requirements of your undergraduate degree programme.

The portfolio should demonstrate not only what you have studied, but also what you have achieved, experienced, learned, contributed, and developed during your undergraduate life.

The portfolio should therefore be considered a reflection of your academic journey, experiences, achievements, competencies, values, and future aspirations.

2. Structure and Content of the Portfolio

Students should include the following sections in their portfolio.

Preliminary Pages

The portfolio should include, where applicable:

1. Name of the Student
2. Index Number
3. Degree Programme
4. Department
5. Table of Contents
6. List of Abbreviations
7. List of Tables
8. List of Figures/Illustrations
9. Executive Summary

Chapter One – Executive Summary

The **first chapter should be the Executive Summary.**

The Executive Summary should provide a comprehensive overview of the entire portfolio. It should briefly explain what is included in each major section or chapter of the portfolio and highlight the most significant academic, professional, extracurricular, creative, and personal experiences presented in the portfolio.

The Executive Summary should enable the reader to understand the overall content and purpose of the portfolio without having to read every section in detail.

Chapter Two – Curriculum Vitae (CV)

Chapter Two should contain your **Curriculum Vitae (CV).**

The CV should provide relevant information about your:

- Educational background

- Academic qualifications
- Professional experiences
- Research experiences
- Publications, where applicable
- Presentations and conferences
- Skills and competencies
- Extracurricular activities
- Leadership experiences
- Voluntary activities
- Awards and achievements
- Other relevant experiences

Students are encouraged to present their CV professionally and accurately.

Chapter Three – My Undergraduate Journey: Achievements, Experiences and Contributions

This chapter should provide a detailed account of **what you have done during your undergraduate programme**.

You should explain how you planned and developed your undergraduate journey and describe the important academic, professional, extracurricular, social, creative, and other activities in which you participated.

You should support your claims with **relevant documentary or other appropriate evidence**.

For example:

Research and Academic Activities

If you have presented a research paper at a conference, you may:

- describe the conference and your participation.
- provide the title of your research paper.
- explain your contribution.
- describe what you learned from the experience; and
- include the research abstract, conference programme, certificate, photographs, or other relevant evidence in the Appendix.

Campus Radio, UCN, SDG Cell and Other Activities

If you have participated in activities conducted by **Campus Radio, UCN, the SDG Cell, student societies, clubs, cells, or other university activities**, describe:

- the activities in which you participated.
- your specific responsibilities and contributions.
- skills and knowledge you gained.
- achievements resulting from your participation; and
- the significance of these experiences to your undergraduate development.

Relevant evidence may include photographs, video records, newspaper reports, web pages, programme notices, certificates, letters, or other documentary evidence.

Voluntary Teaching and Community Activities

If you have voluntarily participated in teaching or educational activities at schools or in community programmes, describe:

- what you taught;
- how you planned and conducted the activities;
- your responsibilities;
- the people or communities you worked with;
- what you learned from the experience; and
- the contribution you made.

Relevant evidence may include photographs, programmes, reports, appreciation letters from school principals or other responsible officers, certificates, and other supporting documents.

Creative Work

Students are **strongly encouraged to include creative work** that demonstrates their talents, abilities, originality, and personal development. Such work may include, where relevant:

- Creative writing
- Articles
- Photography
- Graphic design
- Video production
- Audio production
- Media productions
- Scripts

- Campaign materials
- Digital content
- Other creative or professional work

Students may organise this chapter into several sections or chapters according to the nature and quantity of their experiences.

There is no requirement that all students follow exactly the same chapter structure for this section. Students may create additional chapters where necessary to present their experiences systematically and meaningfully.

Chapter Four – Internship Programme

Chapter Four should provide a **comprehensive account of your Internship Programme.**

You should explain the internship organisation/institution, the duration and nature of your internship, the responsibilities assigned to you, and the activities you carried out throughout the internship period.

The report should clearly demonstrate:

- What you did during the internship.
- The responsibilities you undertook.
- The knowledge and skills you acquired.
- Professional experiences you gained.
- Challenges you encountered and how you addressed them;
- Your contribution to the organisation;
- Lessons learned from the internship; and
- How the internship contributed to your academic and professional development.

All-important claims should be supported by relevant evidence where possible.

Internship Evaluation Letter – Mandatory

An evaluation report/letter prepared by the designated officer(s) of the internship institution or company is mandatory.

This document must be included in the portfolio as evidence of your internship performance.

Marks will be awarded based on the official evaluation provided by the designated officer(s) of the internship institution/company. Therefore, students must ensure that the required evaluation report/letter is obtained and submitted with the portfolio.

Chapter Five – Future Plan

The final chapter should present your **Future Plan**.

This chapter should explain how you intend to develop your life after completing your undergraduate degree.

Your future plan should not be limited to your academic or professional career. It should also consider:

- Further education and academic development.
- Professional and career development.
- Research and creative activities.
- Social responsibilities.
- Community involvement.
- Contribution to society.
- Personal development.
- Family and personal responsibilities.
- Financial and professional development; and
- Your broader aspirations for the future.

You are encouraged to reflect on **how the knowledge, skills, experiences, and values gained during your undergraduate programme will contribute to your future life**.

The future plan should demonstrate realistic thinking, self-reflection, creativity, and a clear understanding of your aspirations.

3. Appendices

All relevant supporting evidence should be included in the **Appendices**.

Evidence may include, where applicable:

- Certificates

- Conference abstracts
- Conference programmes
- Research papers
- Photographs
- Video/audio records
- Newspaper reports
- Web-page publications
- Letters of appreciation
- Recommendation letters
- Internship documents
- Internship evaluation reports
- Programme documents
- Creative works
- Other relevant evidence

Students should clearly label and organise all appendices.

4. References

A **Reference List** should be included where sources have been used in preparing the portfolio.

The portfolio should follow the **APA 7th Edition** referencing and formatting style.

5. Chapter Summaries

Every chapter should contain a brief chapter summary at the end of the chapter.

The chapter summary should highlight the major points discussed and the key learning, experiences, achievements, or reflections presented in that chapter.

6. Tables, Figures, Photographs and Illustrations

All tables, figures, photographs, charts, illustrations, and other visual materials should be appropriately identified and numbered.

For example:

- **Table 1.1: Participation in Academic Activities**

- **Figure 2.1: Conference Presentation**
- **Figure 3.2: Campus Radio Activity**

Students should provide appropriate captions and sources where required.

7. Period Covered by the Portfolio

The portfolio should cover the student's undergraduate journey **from the date of entering Sri Palee Campus until the date on which the student completes the requirements of the undergraduate degree programme.**

Accordingly, the portfolio should provide a meaningful reflection on approximately the full period of the student's undergraduate education at the Campus.

The portfolio should demonstrate how the student's knowledge, skills, experiences, achievements, and personal development have progressed throughout this period and how these experiences have contributed to the student's future plans.

8. Presentation and Creativity

Students are **strongly encouraged to present their portfolios creatively and professionally.**

The portfolio does not have a prescribed page limit or word limit. Students should determine the appropriate length according to the quantity and significance of their experiences and evidence.

However, students should avoid unnecessary repetition or inclusion of irrelevant material merely to increase the number of pages.

The binding method may be selected by the student according to preference, provided that it is **secure, durable, neat, and suitable for academic evaluation.**

A leather-cover binding is **not compulsory**. Students may use **wire/spiral binding or another appropriate binding method.**

9. Academic and Ethical Requirements

The portfolio must be an authentic representation of the student's own academic journey, experiences, achievements, and reflections.

Students must ensure that:

- All information provided is accurate and truthful.
- Evidence submitted is genuine and relates to the student's own activities.
- Sources are properly acknowledged according to APA 7th Edition.
- Copyrighted materials are used appropriately and acknowledged.

- The work of others is not presented as the student's own work.
- Fabrication or falsification of evidence or information is strictly prohibited.

10. Student Declaration

Every portfolio should include a signed declaration confirming the authenticity and originality of the submitted work.

The following declaration should be included:

Declaration

I hereby declare that this portfolio is a true and accurate representation of my academic journey, experiences, achievements, activities, and personal reflections during my undergraduate programme. I confirm that the information and evidence presented in this portfolio are true and correct to the best of my knowledge and that the supporting documents and evidence are genuine.

I further declare that this portfolio has been prepared by me and is my own work. I have not presented the work, writing, ideas, or materials of another person as my own without appropriate acknowledgement. I have not submitted fabricated or falsified information or evidence.

I also declare that the written content of this portfolio has been prepared by me and has not been generated or substantially written by artificial intelligence (AI) tools or other automated software.

I accept full responsibility for the accuracy, authenticity, originality, and content of this portfolio.

Name:

Index Number:

Signature:

Date:

11. Final Portfolio Checklist

Before submission, students should ensure that the portfolio contains the following:

- ☐ Name and Index Number
- ☐ Degree Programme and Department
- ☐ Table of Contents
- ☐ List of Abbreviations
- ☐ List of Tables
- ☐ List of Figures/Illustrations
- ☐ Executive Summary
- ☐ Curriculum Vitae (CV)
- ☐ Chapter/Chapters on Undergraduate Experiences, Achievements and Contributions
- ☐ Evidence supporting relevant activities and achievements
- ☐ Chapter on Internship Programme
- ☐ Official Internship Evaluation Report/Letter
- ☐ Chapter on Future Plan
- ☐ Appendices
- ☐ Reference List, where applicable
- ☐ Chapter summaries
- ☐ Properly numbered and titled tables, photographs, figures and illustrations
- ☐ APA 7th Edition style
- ☐ Student Declaration
- ☐ Appropriate and secure binding
- ☐ Final proofreading and correction of language, formatting and presentation

Final Note

The portfolio should not be considered merely as a collection of certificates, photographs, or documents. It should be a **coherent reflection of your undergraduate journey** showing what you have learned, what you have achieved, how you have contributed to the University and society, what professional and personal experiences you have gained, and how these experiences have shaped your plans.

Students are therefore encouraged to approach the portfolio with **creativity, honesty, reflection, responsibility, and academic integrity**.

This document contains 10 pages.

30 September ,2026