

Multimedia Portfolio and Video Resume Checklist

Multimedia Portfolio		
Communication Excellence Video:	Ready	Not yet ready
The video/audio is 60-90 seconds, introducing yourself and articulating your expertise in the 4 communication literacies (spoken, written, visual, digital)		
A hook was used - "As a [role], I [action] to [impact]." Example: "As a debate champion, I turn complex policies into persuasive stories."		
Communication Skills Gallery:	Ready	Not yet ready
You have curated at least 2 artifacts produced in CiC courses taken, showcasing expertise 4 literacies (spoken, written, visual, digital).		
Do the artifacts or interactive elements show the following? <ul style="list-style-type: none"> • Spoken: Clear pacing, vocal variety • Written: Error-free, audience-adjusted tone • Visual: Icons > text, color psychology • Digital: Interactive elements (e.g., clickable prototypes) 		
Have you included the following tips on when showing the artifacts? <p>IDEA Framework for Annotations:</p> <ul style="list-style-type: none"> • Intent: "This podcast aimed to..." • Details: "Used Audacity to edit pauses..." • Evidence: "Increased listener retention by 20%..." • Application: "Now train peers in audio editing..." 		
Based on the 2 artifacts, you have created a 1–2-minute narrated case (video/audio or a scrollytelling page) on a critical incident?		
When showcasing the critical incident, did you include the following? <ul style="list-style-type: none"> • The original communication artifacts (or excerpt) • The feedback you received (e.g., comments, rubric, peer notes) • Before/after comparison highlighting your revisions • What you learned and how it changed your communication practice 		

Communication-Intensive Experiences:	Ready	Not yet ready
An 8-10 minutes of media (highlight reel, demo, or audio excerpt) and supporting visuals (slides, poster, prototype screenshots) to visualize the 4 experiences		
Provide an annotation of up to 150 words of the experiences and explain the following: Your role, audience, goals, and outcomes/impacts. Illustrate how the literacy skills you learnt from the CiC courses help you in the experience. Map the impact to broader HKU competencies or graduate attributes (global citizenship, problem-solving, ethical engagement), stating concrete evidence (reach, results, positive feedback).		
Technical Aspects: <ul style="list-style-type: none"> • Captions AND transcripts • Test on mobile (fonts/media load?) • Total media runtime ≤12 mins 		
Video Resume		
Flow of the video resume	Ready	Not yet ready
0–10s: Hook / Intro → Name + target role/industry. Confident opener that signals relevance		
10–35s: Value Proposition + Evidence → Highlight 1–2 key strengths that matter most in that field / company → Back them with a specific example (achievement, project, experience)		
35–50s: Broader Fit / Transferable Quality → Mention an additional quality (e.g., teamwork, problem-solving, leadership)		
50–60s: Persuasive Close → Strong closing line: enthusiasm + why they should remember you		
Style of the Video Resume	Ready	Not yet ready
Relevance & Targeting: Each video should feel industry-specific, not generic		
Tone: Adapt depending on the role (corporate = polished, creative = expressive, NGO = empathetic)		
Setting/Visuals: Neutral background for professional roles. More dynamic visuals (clips of projects, design samples) for creative roles		