

10 Steps to a Winning DigiText Entry

Complete the 10 steps below and you WILL have a great video to enter into the 2011 competition. Be sure to follow the links to detailed information to help you with each step.

1. Make the Judges Happy: Know the Rubric – Know the Rules
2. Build a Strong Foundation: Know Your Purpose and Goal
3. Know the Elements of Good Writing & Images
4. Take Images - Write Captions
5. PRESENT: Images – Captions – Purpose – Goals
6. Revise Your Plan
7. Write Write Write – Manipulate Images for Effect
8. Edit, Edit, Edit – Provide Credits and References
9. PRESENT your DigiText Entry
10. Submit your Completed Entry

Step 1: Make the Judges Happy: Know the Rubric – Know the Rules

If you want the judges to score high on your DigiText, you must know the Rubric and the Rules.

The purpose of DigiText is to produce an **intellectually honest, well-planned, original, and quality entry** where the images and text work together to engage/compel the viewer emotionally (e.g., laugh, cry, reflect, etc.) and/or to take action in some way (get involved, find more information, etc.).

THEREFORE THE DIGITEXT RUBRIC IS BASED ON:

- Preplanning and Critical Thinking (20 possible points)
Exhibit careful thought around a topic, a purpose/goal, and an audience, as well as creating interest and impact within each scene using 1) images and 2) text. Critical thinking will help to develop entry that engages/compels the viewers emotionally or to take action.
- Images/Art: Original (10 possible points)
Use original images, art, graphs, etc. (no clip art) that illustrate the purpose of the entry and provide impact to the viewer! DigiText entries need original images, art, etc. taken or created by the student(s), in order to do well with the judges. Images from a family album are the only non-original images that a judge will accept.
- Images/Art: Analysis & Composition (10 possible points)
It is important that images/art not only compels the readers to reflect/react, but the sequencing of the images also enhance the understanding of the purpose/goal. In addition, the arrangement of the art/images, as well as angles, shots, and focus must provide interest to the reader and emphasis on the goal of the entry.
- Written Expression (40 possible points – 5 points per element below)
All elements below are effective in enhancing and leading the reader. Be sure that the purpose/theme of the entry is represented within each element:
 - Title
 - Organization
 - Control of form and Mastery of Conventions
 - Word Choice
 - Transitions/Connections
 - Original Concept
 - Idea and Focus = Engagement
- Integration of Art/Images and Written Expression (10 possible points)
Combined, the images and text must be highly effective in supporting the theme/purpose.
- Intellectual Honesty (10 possible points)
Give credit where it is due to all participants and resources.

AND RULES THAT MUST BE FOLLOWED ARE:

- Entries are submitted by the deadline.
- Entries use Google Sites and follow the DigiText template to exhibit images/art and text.
- Entries fit into one of the two categories: Creative Narrative or Research.
- Entries must be appropriate for students 12 years and above.
- Entries must **not** contain personal information (last names, email addresses, schools, etc).
- Entries must include answers to the Critical Thinking component of the Rubric on the provided DigiText template.

Use this handy Student Checklist (coming soon) when creating and submitting your entry to check to see if you are meeting the rubric and rules

Step 2: Build a Strong Foundation: Know Your Purpose & Goal for your Entry

- Decide on a Topic, the purpose, and a possible theme for your entry
- Who would the audience be?
- What is interesting about your entry topic/theme/purpose?
- What are the objectives of your entry? (e.g., what do you want the viewer to learn or how do you want them to react? What impact do you want on the reader?)
- What would you like to learn as you develop this entry?
- **Write out your answers to the Critical Thinking Component based on your answers above**
- Visualize the entry from the Beginning, through the Middle, and the End.
- Outline how you would like your entry to proceed using ideas for a beginning, middle, and end.

Step 3: Know the Elements of Good Writing and Images

- **What are the elements of a good story, research, and/ or poetry?**
 - **Strong stories include** (but are not limited to): exposition, setting, plot, theme, characters, protagonist, antagonist, rising action, climax, resolution, irony, foreshadowing, and flashbacks. A couple of good resources for writing a strong story is at <http://jerz.setonhill.edu/writing/creative1/shortstory/> and <http://www.womenonwriting.com/40-FE2-BeginningsMiddlesEnds.html>
 - **Elements of Scientific Research include:** 1) a strong Introduction which includes: a Topic; What you intend to Show/Argue; Why you intend it; and the Significance of the topic illustrated with an interesting example; 2) a Review of Literature (relevant research); 3) a Hypothesis (proposed testable explanation); 4) Methods of testing (what tools you'll use to test your Hypothesis); 5) Discussion (development of your argument based on your findings); 6) a Conclusion; and, 7) References. A good reference for Research and Following the Scientific Method is at <http://www.studygs.net/scimethod.htm>
 - **Elements of Poetry include** (but are not limited to): 1) Rhythm and Meter to bring about emphasis and pauses (common meters are Accentual, Syllabic, Accentual-Syllabic, Quantitative); 2) Line and Stanza (a group of lines in poetry is called a stanza, much like a group of lines in a paragraph); and, 3) other techniques to influence the reading of poetry such a punctuation and repetition (examples of repetition: alliteration, assonance, refrain). A good reference for basic elements of poetry with other related articles about poetry is <http://www.buzzle.com/articles/basic-elements-of-poetry.html>
- **What are the elements of a good image/photo?**
 - Angles, Perspective, Composition, Framing, Lighting, Emotions, Details
Good resources for elements of a strong image are <http://anitanowacka.com/blog/2010/07/26/elements-of-a-strong-image/> and <http://www.pixiq.com/article/what-makes-a-strong-photograph> and <http://www.photography.com/articles/taking-photos/five-elements-of-a-great-photograph/> as well as TRIO Quest's Working with Images Resource page at <http://depts.washington.edu/trio/resources/images/>

Step 4: Take Images - Write Captions

- Take images that represent your entry's theme/purpose.
- Take images to produce a beginning, middle, end.
- Write captions and place under each image.
 - Note: It's important for you to write a caption for each of your images that draw attention to something in each image that helps the reader understand the theme or purpose of your entry.
- Captions for DigiText should be a few words or a sentence.
- Good captions should allow the reader to get a good understanding of your purpose/theme or the big idea without reading the text itself.

Step 5: PRESENT: Images – Captions – Purpose – Goals

- By projector or poster board, allow the viewers to see your images and captions.
- Introduce the Topic and explain:
 - Why and how you chose it
 - Why you are interested in it
 - What category it fits and why
- Explain how you narrowed the topic for a specific purpose.
- Explain who the audience is.
- State your objectives on what the viewers will learn/do from viewing your entry.
- Explain how you plan to impact the viewer's understanding and reaction.
- Conclude your Presentation with your next steps.
- Ask for feedback and make changes to your Critical Thinking Analysis

Step 6: Revise Your Plan

Use all constructive feedback to edit and improve your entry. Remember to plan Beginning, Middle, and End. *Here is a great resource to follow:* <http://www.collectivelens.com/blog/creating-photo-essay>

Step 7: Write Write Write – Manipulate Images for Effect & Integration

- Write Write Write
Use the Rubric, especially the elements under Written Expression to help you get the most points possible for your entry. Your writing should focus on developing your idea in a way that engages/compels readers to reflect and/or to take action.
- Manipulate Images for Effect & Integration
However you manipulate your images, you must do it so that the images work with the written text, the purpose, and the theme. The images must integrate with the written expression.

Step 8: Edit, Edit, Edit – Provide Credits and References

- Edit Edit Edit
Have someone proofread your writing to catch mistakes and to make suggestions. Then, make the changes and have them proofread it again. Repeat this process until your entry meets the Rubric at all levels.
- Provide Credits and References
Don't miss out on 10 points or be disqualified because you didn't provide credits and references. It's just as important that you credit yourself for the images you take as it is to credit others.

Step 9: FINAL PRESENTATION: Your DigText Entry

Presenting your completed DigiText entry is a moment of pride to show what you've accomplished as well as to present yourself and your video entry in a professional manner.

Here is what you should do: (Note: If you are a team, divided presentation tasks.)

1. Project your completed entry at the first page from your computer.
2. Everyone introduces him/herself and their role in the creation of the entry, OR an Individual introduces his/herself and explains s/he is the sole creator of the entry.
3. Introduce the Topic/Purpose/Theme and explain:
 - a. Why and how you chose it.
 - b. Why you are interested in it.
 - c. What category it fits and why.
 - d. How you narrowed the topic for a specific purpose.
 - e. Who the audience is.
 - f. The objectives on what the viewers will learn/do from viewing your entry.
 - g. What you did within the entry to impact the viewer's understanding and reaction to the purpose.
4. NOW SHOW your entry. Emphasize the integration of the images and the words and how it works with the purpose/theme.
5. Conclude your presentation by thanking the viewers for their attention.
6. Ask if they have any questions or comments.
7. Go back to the entry segments to address any questions/comments your audience might have
8. End the presentation with another thank you when it appears that the audience has no further questions or comments.

Presentation tips

1. Dress in a nice clothes for a professional appearance (No shorts, t-shirts, halter tops, etc.).
2. Be prepared – know enough about your topic that you can explain what it is you would like to accomplish the most with the topic.
3. Be organized – decide who is going to present points above.
4. Practice – practice your presentation beforehand so that it moves smoothly with transitions between each point and so it fits within any time limitations set by your coach.

Ask for questions, comments, suggestions. If people do not respond, ask "What did you like best?" "What did you like least?" "Did the entry address the purpose and goal?"

Step 10: Submit

Go to <http://depts.washington.edu/trio/trioquest/dt/register.php> and follow steps to submit your entry.