10 Steps to a Winning DigiSites Entry

Complete the 10 steps below and you WILL have a great site 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
2. Build a Strong Foundation with Content Development
3. PRESENT Your Content Development Ideas and REVISE
4. Write 1st Drafts: Don't forget Citation, References, and Fair Use
5. Create Multimedia for Maximum Content Impact
6. Site Design Development
7. PRESENT Site Design, Content updates, and REVISE
8. The Ultimate About Us Page
9. FINAL PRESENTATION of entire site
10. Final Submission Form Completed, CELEBRATE!

Step 1. Make the Judges Happy: Know the Rubric

If you want the judges to score high on your TRIO Site, this is IMPORTANT TO KNOW:

The purpose of DigiSites is to Teach the Reader! Therefore:

- the DigiSites' competition is based on planning and creating educational content **FIRST**, followed by
- technical components and web design **SECOND**

You will do this by introducing the readers to one of several topics that is best understood through diverse or new perspectives.

The DigiSites Topics are: 1, a real-world problem, 2. a topic of global interest, or 3. a community topic.

The Rubric is designed for you to teach the reader. Using the DigiSites Rubric, note that:

- 30% of the points applies to Preplanning and a Critical Thinking Component,
- 50% of the points applies to content, and only
- 20% of the points applies to Technology and Design.

Understanding and addressing these elements within your DigiSite entry will make the judges very happy as you will fulfill the purpose of DigiSites – to teach the reader!

Get the [Wanna Win? Student Checklist](#) handout

Step 2.
Build a Strong Foundation with Content Development

The three components within this step are the most important of all 10 steps.

Taking some time to plan and think about your topic will make the rest of the steps much easier. Not only will it build a strong foundation for your topic, it will also help your site to be in the final rounds of the competition.

Follow the three links below to help you choose a Topic, develop a Purpose Statement about the topic, and create a storyboard to organize information around the topic. Follow these steps and you will have the beginnings of award winning content.

- Choose an Original Educational Topic to Impact the Reader
- Develop your Mission Statement
- Storyboard the Content (Text & Multimedia)

2a. Choose an Original Educational Topic to Impact the Reader

Follow the tips below and complete the "Find a Perfect Topic" exercise to find your perfect topic:

- **Make sure the topic is something t**hat "impacts" the readers. That is, the topic should **make the readers react and/or want to get involved** in some way. For example, a reader could react in the following ways:
    - "I didn't know that!I wonder what else I can learn?"
    - "That's so cool! What else does this site have to say?"
    - "Wow, this issue is important! I wonder if there are any resources to help me get involved?"
    - "This truly is a problem! I wonder if there are any solutions?"

- **Choose something you're interested in** and/or that you know something about.
    - Is there a social, political, educational, or environmental topic that you are interested in and that could be a real-world problem topic, a global topic of interest, or a local community topic?
    - Note: A topic doesn't have to be a heavy research topic (like global warming, etc.); it can be *creative* as well. Just make sure your creativity has a purpose, it is educational, and it will impact the readers with a unique approach or diverse points of view. For example:
        - If you take photographs for a hobby, you can create an educational website explaining how you take images, why you focus on certain things, and illustrate that knowing this is a unique perspective for the world to see.

- Maybe you create a site with songs, letters, poems, etc. for orphaned children of the world

- **Ask yourself if you are an expert or knowledgeable on something?** If you or someone on your team is knowledgeable about something (slack key guitar, organic gardening, etc.) you have a great start on a topic.

- **Your topic should not be based solely on others' research! You should choose a topic where you can create your own research!** For example, you may want to capture oral histories that are disappearing from a culture within your state, or present letters to children living in a disaster zone that your team has gathered through an online tool, etc.

- **Check the web to see if there is already a lot on your topic**; if so, how can you make it unique?

- **Pick a topic that can allow multiple viewpoints/discussion**.

- **Ask: is it a topic that can produce multimedia content as well as written content?** This is very important if you want to make it to the finals.

- **Make sure that the topic is manageable** and one that you **can narrow down to a defining purpose**. **Think:** How broad is the topic? What is it *specifically* that we want our readers to know about this topic? How much time is there to work on our site? How can we simplify, simplify, simplify (i.e., narrow, narrow, narrow) so that we can meet our time restraints and our audience needs?

- **You will have to do at least one of the following well** with your topic: **describe**, **explain**, **analyze**. Therefore, choose a topic based on your interests and what will work best to present the topic (i.e., describe, explain, and/or analyze). **HINT: use all three to best impact the reader; this can be done through *compare and contrast*, or *cause and effect*, or *process steps*, etc. It should also allow a depth of information to support the purpose of your topic**.

Keeping these points in mind, it's best to find a topic through a brainstorming activity.

Print out "[Find a Perfect Topic](#)" and get started choosing the perfect topic.

2b. Develop a Mission Statement

Now that you have thought through a Topic (Step 2 A), develop your Mission Statement for your DigiSite.

A Mission Statement will answer the following:

1. What is the purpose of your site?
2. Who is your audience? Who is your site aimed at?
3. What type of information will you provide? (e.g., primary research such as interviews, surveys, field research, etc.; or, secondary research such as other subject matter expert material)
4. What do hope the readers will learn or do with the site's information? Based on your topic and the purpose for developing an educational website around that topic, what are your eductational objectives, i.e., list three to four things that you want the readers to learn or understand.* (These items will organize your content into possible headings/pages.)

IMPORTANT: As you develop your content, come back and revise your Mission Statement to meet any changes to your purpose, audience, and what you hope they learn.

*Note: Although the creators of a TRIO Site will most probably not observe and measure what a reader has learned (as traditionally would happen in a teacher setting and in developing educational objectives), TRIO Quest believes having teams develop a Mission Statement for this competition will result in better and more organized material that will impact the reader's learning at a higher level.

EXAMPLE

Here is an example from a previous TRIO Sites' home page; they called this their "Mission Statement". Note how it answers the questions above.

The purpose of our website is to bring awareness of the potential dangers of oil spills to whomever it may or may not concern. Our principal intent is to portray the causes, effects and possible solutions for the problem of Oil Spills. This website will include information about the top ten oil spills of the past and how they have affected us in direct and indirect ways, the ecological aspects and impacts, and how the sciences – particularly chemistry – apply to why these spills are substantially harmful and how we can restore the existing damages.

Our site is generally made for anyone and everyone concerned and/or passionate about healing the environment – or at least interested in bettering the conditions of our current surroundings. (The age range would typically be – but not limited to – around the ages of 12 to 45.) The website will also include an interview from a fellow Anthropology professor from the University of Washington, surveys, secondary and primary resources, and interactive activities.

We hope to influence many individuals out there to get themselves involved in environmental issues around the world, or at the least, in their local communities. As stated "Small things can make a big difference" (Timothy Noah).

—*Oil Spills*, **Gold Medalist, 2010**

From this example:

1. We know immediately their purpose. What is it?
2. We know the audience. Who are they?
3. What do the creators hope the audience will learn? (the educational objectives)
4. What type of information will this team provide?
5. What do you think the possible headings for pages will be?
6. Can you tell how this statement could help this team to develop and organize their content? Does this statement help them organize their content research and development?

2c. Storyboard to Plan and Organize Content for Maximum Impact

REQUIRED: A Storyboard that shows pre-planning steps.
BEST ADVICE: Follow your Mission Statement.

You have completed a Brainstorm activity where you found a great original and/or uniqe topic; and, you have created a Mission Statement that defines your purpose and goal for creating the site.
NOTE: The steps you took to develop your topic and your Mission Statement will become the foundation for your Storyboard.

Below are steps you will take to create a [Storyboard Template](#).

Step 1:
Follow your Mission Statement - it provides all the elements to draft a Storyboard.

For example, below is a Mission Statement that can be used to build a storyboard:
Current farming trends are harming the environment, but Seattle, WA is trying to help by moving toward local farming and food distribution through farmer's markets, food co-ops, and weekly delivery subscriptions. This educational website is for anyone interested in the environment and how we can help the environment through different farming techniques. This site will provide some basic background about current farming trends and how those trends harm the environment. In contrast, this site will also provide solutions through primary research and resources - local farmers and organizations.

Step 2:
Using the instructions and the Google Docs template, draw out how you want your readers to Navigate through your website: this is based on your Mission Statement's Topic, Headings, and Subtopics. *Don't forget to include other pages that you need: About Us (where you'll answer the 4 Critical Thinking Questions on the Rubric), Reference, AND STORYBOARD!*

Step 3: Using the instructions and the Google Docs template, develop Summary Information for each page

Step 4:
Using the instructions and the Google Docs template, save your Storyboard so you can embed it on your DigiSites' Storyboard page.

Remember, creating a Storyboard is required in the Rubric. We can help. Email tquest@u.washington.edu

[View a draft example of a Storyboard](#) using Google Docs. Note how it uses the example Mission Statement under Step 1.

Storyboard Resources

[Use a Storyboard to Plan Your Web Site - Agatha Taormina](#)
Excellent source describing the elements of storyboarding.

[WebHost Design Post: Website Storyboarding – Examples, How To and Sitemap](#)
This has great tips to on building a site through storyboarding as a beginning step.

[How to Storyboard Your Web Site - Instructions and Related Articles & Videos](#)
Nice set of instructions - watch out for the ads

[Storyboarding for Web Pages - Dave Hillman](#)
This is a great PPT featured in Google Docs on how to storyboard for the web. Detailed Site Diagrams

[Web Storyboarding Images - Google Images](#)
A ton of storyboard images to peruse!

Step 3. PRESENT Your Content Development Ideas and REVISE

Presenting your content ideas to your peers and/or your coach(es) will let you know if you are on the right track. Do this and you will save time AND help to assure higher points in the judging process. If you are a team, divide presentation tasks. Here is what you should do:

    A. Introduce the Topic and explain why and how you chose it. Explain
        i. What category you picked: Real-world problem, Global topic of interest, Community Topic, and
        ii. Why it interests you, and
        iii. How it can incorporate different media elements to present the content
    B. Explain how you narrowed the topic to a specific purpose and how the purpose can impact the readers
    C. Explain who the audience is and why
    D. State what you hope the readers will learn or understand (the impact of your topic)
    E. Present your storyboard and explain how it represents how you plan to develop your site

F. Conclude your presentation with your next steps; e.g., task division among the team members, first draft materials, refine the storyboard, etc.
G. Receive feedback from your coach and peers
H. Revise your topic, purpose, what you want the readers to learn, the storyboard, tasks, etc.

Presentation tips

- Be prepared – know enough about your topic that you can explain what it is you would like to accomplish the most with the topic
- Be organized – decide who is going to present point above
- 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?" "Will the storyboard ideas address the Mission Statement?"

Step 4. Write 1st Drafts: Don't forget Citation, References, and Fair Use

Avoiding Plagiarism on Your Web Site

It is easy to cut and paste images, audio files, video, and text directly from one Web page to another, making copyright law violations and plagiarism a big problem on the Web. You may have made personal Web pages in the past without worrying about copyrights and plagiarism, but for all academic work that you do (including DigiSites), follow the four guidelines below.

Guidelines for avoiding online plagiarism and copyright law violations:

1. **Use original material whenever possible.**
Create your own graphics, audio, and video. Come up with your own material rather than modifying what someone else has already written, illustrated, or performed.

2. **Get permission** before using text, audio, images, or video from other sources.
This is especially important for copyrighted material, since there are laws to protect it against unauthorized reproduction and modification. See our DigiSites Fair Use Guidelines for rules to follow when using images, video, and audio created by someone else.

3. **Cite all sources used.**
This gives credit to the source of the information and provides Web users a way to verify the information is correct. Use parenthetic citations for each piece of information from another source, and a works cited list. Once you have obtained permission for multimedia materials, be sure to credit the author and cite the permission as well. See our page on the Citation Game.

4. **Put it in your own words.**
Do not "cut and paste" or copy directly from a source to your Web site. Use quotation marks when appropriate and paraphrase. Be sure to cite the sources you have paraphrased from.

Copyright and Plagiarism Resources:
The following links provide more information on copyright law, citations, and avoiding plagiarism.

Turnitin.com Research Resources
http://www.turnitin.com/research_site/e_home.html
A simple guide for students to learn how to avoid plagiarism and use correct citations.

The TEACH Act ToolKit
http://www.lib.ncsu.edu/scc/legislative/teachkit/
The Technology, Education, and Copyright Harmonization (TEACH) Act passed into law November 2, 2002 created new guidelines for the use of copyrighted materials in distance education.

UC Davis - How to Avoid Plagiarism
http://sja.ucdavis.edu/files/plagiarism.pdf
Quick guide for students on citing sources and avoiding plagiarism.

Plagiarism: What It is and How to Recognize and Avoid It
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml
Examples of acceptable & unacceptable paraphrases.

RESOURCES

DigiSites Fair Use Guidelines

Citation Game

Step 5. Create Multimedia for Maximum Impact: First Steps

The use of multimedia can help enhance the overall presentation and interactivity of your website. We encourage students to create their own original images, audio, and video; and we would also like to teach them to comply with the Fair Use rules by citing and giving proper credits when they use multimedia content that they did not create themselves. Please check out the following tutorials on working with images, audio and video.

Working with Images
Learn how to work with images on the Web, from finding and using images to optimizing images for the Web. Links are provided to a number of software tutorials, including Adobe Photoshop and Apple iPhoto.

Working with Audio
Guidelines for using sound files, help you find sound files on the Web, and show you how to insert sound on a Web page.

Working with Video
Guidelines for using videos and animations, help you find video and animations on the Web, and show you how to insert video on a Web page.

Resources checked March 2011 - will update regularly

Step 6. Site Design Development

Want more TRIO and Google Sites tutorials? Click here.

A. Set up your Google Sites
    i.   Creating a site
    ii. Adding uwtrio@gmail.com as owner
    iii. Creating pages
B. Based on your Audience, Topic, and Purpose
    i.   choose a layout that will help the audience find information and that fits your content
    ii. choose colors and fonts that is easy to scan and read as well as fits the tone of your content
            a. Changing themes, colors, and fonts
    iii. add multimedia
            a. Adding images to your page
            b. Embedding photos from Picasa
            c. Embedding a Youtube video
            d. Embedding a Google Calendar
            e. Embedding Google Maps
            f. Embedding Google Docs, Spreadsheets, Presentations, and Forms

Step 7. PRESENT Site Design, Content Updates and REVISE

A. Brief the audience on your topic, mission statement, and purpose
B. Present your Site Design. Ask your audience:
    i.   Does this design help the reader to view and learn the content?
            1. What helps?
            2. What doesn't help?
    ii. Does the design fit with the topic of our site?
    iii. Does the design enhance the mission statement?
C. Receive feedback
D. Revise Design

Step 8. The Ultimate About Us Page

Here you can answer the 4 Critical Thinking Questions on the Rubric:

1. Statement of Purpose and/or Theme based on a real-world problem, global topic of interest, or community topic. (This could be the Mission Statement)
2. What is unique/original about your entry? For example:
   o Is the topic unique/original? Why?
   o Is all the research original? What is it? How was it done?
   o Do you have original multimedia? (Images, Videos, eBooks, Interviews, etc)
   o *Tell us everything about your site that could be considered unique/original.*
3. What steps did you take to impact learning or to evoke an emotion or action from the viewer? For example:
   o Did you provide multimedia on every page? (images, videos, interviews, etc)
   o Did you ask questions on surveys and follow up with answers/results?
   o *Explain and illustrate what you did to help the readers react or want to take action*
4. What impaact did creating this entry have on you (and your team if applicable)? And/or what did you learn by participating

Other tips to help with these four questions discuss the following:

- D**iscuss the types of content** you chose to use in your site **and why**; for example, 1) other expert's research, or 2) personal or class project research and findings such as surveys, interviews, polls, etc. Note: if you used other experts' findings, illustrate how you credited those findings, etc.
- Discuss whether your site **effectively met the topic's purpose and impact** on the reader. What parts were met? What could have been done better to help the reader? Explain how you know (the positive and the negative)
- Discuss **how your team was impacted** (positively and negatively) by participating in this competition and what you learned from the experience.

And don't forget to talk about you!

A. Introduce **each member** of the team. Let the readers see your personality. (Who are you? What is your background? What are your interests?) Be sure not to put last names for any member under 18.
B. What did **each person** on your team do to **contribute** to the finished site and how did each contribution apply to the purpose?
C. **How did working on this project impact** how you learn, work with others, and/or how you see the importance of 21st century communication/collaboration through the "clouds"?

Step 9. Final Presentation of Completed Site

Presenting your completed site is a moment to take pride in what you've accomplished and to present yourself and your site in a professional manner.

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

A. Have completed site on screen at the home page. Have someone at the computer to move through slides as you choose to present certain sections/elements of your site. Be sure to highlight sections of your site by showing those pages/elements as you explain each of the elements below.
B. For your part in the presentation, introduce yourself: name, grade, school, and what your part was in creating your educational web site. (If a team, make sure everyone introduces him/herself at the beginning of his/her section of the presentation)
C. Introduce the Topic, explain why and how you chose it, and who the audience is. Include:
    i. What category you picked: Real-world problem, Global topic of interest, Community Topic, and
    ii. How you narrowed the topic to a specific purpose (mission)
    iii. Why it interests you, and
    iv. How it allowed you to incorporate different media elements into the content
D. State what you hope the readers will learn or understand **(be sure to emphasize how you developed the site to impact the reader's learning and/or reaction/action steps)**
E. Show-off and discuss those elements of your site that are original/unique and how you accomplished those elements
F. Conclude your presentation with by thanking the viewers for their attention and ask if they have any questions or comments.
G. Go back to the site to address any questions/comments your audience might have.
H. End the presentation with another thank you when it appears that the audience has no further questions or comments

Presentation tips

- Dress in a nice clothes for a professional appearance (No shorts, t-shirts, halter tops, etc.)
- Be prepared – know enough about your topic that you can explain what it is you would like to accomplish the most with the topic
- Be organized – decide who is going to present point above
- 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 site address the Mission Statement?"

Step 10. Final Submission Form Completed and Submitted

Submission Form and CELEBRATE!

University of Washington TRIO Training   **TRIO Quest 2011**