

TRIO Quest 2012: Parts A, B, C, & D: Rules for all TRIO Quest Activities

TRIO Quest is operated by the University of Washington's TRIO Training Program. There are no fees to participate in TRIO Quest activities. Significant resources are available from TRIO Quest staff to help students, staff and programs begin an activity, provide guidance throughout the process, and reward the top entries of the year.

Information and support is available by contacting tquest@u.washington.edu.

Part A: TRIO Quest Schedule and Awards

1. Schedule and Deadlines

TRIO Quest 2012 Rubrics and Rules are available January 2012.

TRIO Quest 2012 Website Resources are available February 2012 or before.

Coach registration for all TRIO Quest 2012 activities is available February 2012.

Deadlines for TRIO Quest activity submissions are:

- DigiText, August 3, 2012, 8:00 pm Pacific Daylight Time (PDT)
*NOTE to Programs - **There is NOT a limit** to the number of DigiText submissions **per program**, but students/teams cannot submit more than one DigiText entry*
- DigiMedia, August 8, 2012, 8:00 pm Pacific Daylight Time (PDT)
*NOTE to Programs - **There is NOT a limit** to the number of DigiMedia submissions **per program**, but students/teams cannot submit more than one DigiMedia entry*
- DigiSites, August 10, 2012, 8:00 pm Pacific Daylight Time (PDT)
*NOTE to Programs - **There is NOT a limit** to the number of DIGISITES submissions **per program**, but students/teams cannot submit more than one DigiSites entry*

Judging begins immediately after the entry deadline. Judging decisions are announced in the fall.

2. TRIO Quest Awards and Recognition

The top DigiMedia, DigiSites, and DigiText entries will be acknowledged nationally. **Regions, states, cities, and programs are encouraged to honor students in their locale.** A regional/geographical list for DigiMedia, DigiSites, and DigiText entries judged semifinalist and higher will be available online. Finalists and other selected entries from DigiMedia, DigiSites, and DigiText may be posted on the TRIO Quest web site. TRIO Quest, as stated in the "Terms and Conditions", reserves the right to edit or delete portions of the work in order to make it suitable and available for viewing on the TRIO Quest web site.

For DigiMedia, DigiSites, and DigiText s there *may be* an announcement for a Best of Contest in Middle School, High School, and Postsecondary divisions. The grade level of students is determined by what grade they are in as of July 1, 2012.

- **A team is considered to be in Middle School** if the oldest student on the team is 8th grade as of July 1, 2012 .
- **A team is considered to be PostSecondary** if the oldest student on the team is attending a college/university (either through Summer Bridge or regular college enrollment) as of July 1, 2012.

3. Types of prize awards for 2012 will be announced early June. Please see our website for more detail.

Part B: TRIO Quest Activities – Required Elements/Rules for All TRIO Activities

For details and instructions, go to tquest@u.washington.edu

Coaches and Program Codes– Please see Part C for Program Responsibility details

- A TRIO staff person is eligible to be a coach if he or she is
 - An employee of a TRIO program (summer employee and/or academic year) and
 - Over the age of 21 on July 1, 2012

- Coaches, in support of students' efforts, may help with team formation, provide guidance and encouragement, help students locate human, technical and information resources, help students with final uploads as well as help to manage the creation of student entries.
- Only students may work directly on an entry; coaches must only guide student work.
- A coach must have an active e-mail address that can be used for communication with the TRIO Quest staff
- **Program Codes are required** to submit any TRIO Quest activity

Required Elements of ALL TRIO Quest activities

- Program Codes are required for all TQ submissions
- All activities are submitted to the competition as a Google Site URL
- All programs are responsible for checking Google Sites for updates/changes during the TRIO Quest competition
- All programs must adhere to Google Sites' Policies and Terms of Use
- Content must be appropriate for those 12 and above

Required Intellectual Honesty ALL TRIO Quest activities

- DigiMedia –**FAIR USE is NOT ALLOWED**. Citation, References, Credits Required.
Please see specific rules for DigiMedia under Part D
- DigiSites – **Fair Use IS allowed**. Citation, References, Permission, Credits Required
Please see specific rules for DigiSites under Part E
- DigiText – **FAIR USE is NOT ALLOWED**. Citation, References, Captions Required
Please see specific rules for DigiText under Part F
- Plagiarism is NOT TOLERATED for any TRIO Quest entry. Any entry with plagiarized material will be disqualified.
Please view our Plagiarism resources on our Web site.

Student Requirements for All TRIO Quest activities

- In order to participate in a TRIO Quest activity, a student must be an active participant in a TRIO Program – EOC, McNair, Student Support Services, Talent Search, or Upward Bound (classic, math/science, or veterans)
- Students create individual or team entries (a team = 2-6 students)
- If students register in order to submit entries (this is optional as Coach's can submit entries), they must have a Program Code and an active email address that can be used for communication with TRIO Quest staff
- If any submitted information about an individual or a team member is found to be intentionally misrepresented, the TRIO Quest entry will be disqualified

Student Participation and Submission Rules for ALL TRIO Quest activities

- Students must use a Program Code to submit any activity
- A student or team can submit one entry for each activity (DigiMedia, DigiSites, and/or DigiText) during a competition cycle.

Part C: Program Responsibilities

- Staff and Programs may provide structure, resources, guidance, encouragement, and comments to students as they create their TRIO Quest entry
- Staff and Programs may help students locate human, technical and information resources in support of their efforts
- **Each program must carefully review the *Terms and Conditions* (Part G) and assure that the work of the students is intellectually honest and that sources are properly cited.** (Review the Plagiarism guidelines posted on our web site.)
NOTE: To underscore the importance of Intellectual Honesty, as part of the judging process, **all entries may be submitted to an online plagiarism checker for a report.**
- **Programs need to assure that any web pages posted on Google Sites do not contain any commercial content that promotes the sale of a product or service.** Commercial content includes but is not limited to logos, brand names, slogans, text, images, videos, or any type of multimedia file(s). **For commercial materials used as supplemental links within a Google Sites' entry, it is the program's responsibility to assure the appropriateness of these links**
- **Programs need to assure that all social media (Facebook, Twitter, etc.) is appropriate in content and/or language and must not contain objectionable materials. Programs must monitor and edit all social media and take responsibility for the content presented on a TRIO Site entry**
- **Programs need to assure that the topic and content are appropriate** for a diverse group of students in this age group
- **Programs need to assure that the entries are uploaded and submitted before the deadline**
- **It is the program's responsibility to copy any student work** before the final submission if the program wishes to have a record of the site or to post it on their program's server. Only the finalist teams may be hosted on the TRIO Quest site
- **NEW: For programs working with students under 18, a parental permission form for each student who participates in TRIO Quest must be on file which states that it is permissible to list the student's first and last names.** (This may be a part of the general permission given to participate in the TRIO program's activities if TRIO Quest is specifically referenced.)
- **Programs are responsible for maintaining documentation of permission** given by all persons who are identifiable in any original video or images submitted to TRIO Quest
- **Programs are responsible** for changes posted by Google Sites during the competition
- **Programs are responsible** to adhere to Google Sites' Policies and Terms of Use
- **NEW: There are no longer required Categories for TRIO Quest activities, but all entries must follow the Rubrics and Rules.**

Part G: TRIO Quest Terms and Conditions

Thank you for choosing to view and use materials hosted on the TRIO Quest Program site. The TRIO Quest site contains information about the TRIO Quest Program and hosts numerous web sites and other work created by student and other participants in the TRIO Quest Program ("TRIO Quest Materials"). Please read these *Terms and Conditions* before using any TRIO Quest Materials, including the student-developed web sites and other work.

TRIO Quest Materials include web sites and other work created by pre-college and postsecondary students. These materials are designed to stimulate thinking, but they may not necessarily be authoritative sources of information. Like all students, TRIO Quest students are not yet professionals in any field. The work may also contain contributions from viewers who are unknown to the TRIO Quest staff or any TRIO Quest participant. You should bear this in mind whenever you use any TRIO Quest Materials, and you should not rely on any of these materials without conducting your own research or consulting an expert in the field.

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Last updated January 2012

DigiMedia 2012 Rubric & Judging Guideline

INTRODUCTION PAGE – 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

- Includes pre-planning evidence, such as a storyboard, outline/mind map, team log or other type of visual planning document*
- Clearly states its purpose, intended audience, and compelling impact objectives
- Describes how the creator(s) embraced/ tackled challenges, what they learned from any difficulties during the process, and how they might approach future projects based on what they have learned

DIGIMEDIA ENTRY PAGE (80 points total)

• Engaging, Original & Quality Content – 40 points

Excellent = 40 points, Good = 32 points, Satisfactory = 24 points, Fair= 16 points, Poor = 8 points

- ALL content is original or from a free use resource – e.g., Creative Commons (If copyright material or Fair Use** is used entry is DISQUALIFIED)
- Concept/content is insightful
- Concept/content compels the viewer's interest in the theme/purpose/outcome
- All creative elements are cited so the viewer can easily tell that they are original or from a free use resource
- Participants did not use or rely on Fair Use rules
- The use of composition, scripting, acting, pacing, and transitions is thought provoking and provides understanding of the purpose/theme
- The intrinsic value of the video compels the viewer to react according to the purpose and objectives

• Quality Video & Audio – 40 points

Excellent = 40 points, Good = 32 points, Satisfactory = 24 points, Fair= 16 points, Poor = 8 points

- Video camera techniques (filming, special effects, mood, lighting, motion, angles, etc.) are well planned and executed to emphasize purpose/theme
- Audio is clear and even (doesn't vary between too loud or too soft) **without background noise**; audio is synched with the video. All audio is well planned and executed and adds to the impact or purpose/theme
- The combined audio/video works well together to enhance the video's timing/pace/impact of the overall message
- **The combined audio/video provide strong evidence that planning and storyboarding occurred**; i.e., there is a clear beginning, middle, end along with appropriate timing, pacing, and transitions to emphasize the purpose/theme

DIGITAL CITIZENSHIP & ETHICAL PRACTICE PAGE– 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

Reference/Citation/Credits on the Reference page of the DigiMedia template

- Citations are in a format easily understood; **for free use resources, citations follow the free use resource rules for citation**
- **Citation and active links** to the resource are provided for any free use resources (e.g. Creative Commons)
- Credits are provided for all participants; **NOTE: follow Rules with a parental agreement for last names**
- Permission is provided if applicable (use of copyright or Fair Use = DISQUALIFICATION)

***NOTE: Pre-planning:** Pre-planning steps include topic choice, a purpose statement, an intended audience, objectives (what the creators want the viewer to know/feel/ or do), and a sequence of the types of scenes/shots that will help achieve the goal. (See Resources for planning tools and types of examples)

****NOTE: Fair Use Restriction:** Fair Use applies to using a certain amount of copyright information for educational purposes; for DigiMedia Fair Use is not allowed as all material should be original or from a free resource such as Creative Commons. (See Rules for DigiMedia)

10 Steps to a Winning DigiMedia Entry in 2012

The purpose of DigiMedia is to produce an **intellectually honest, well-planned, original, and quality video** that engages/compels the viewer emotionally (e.g., laugh, cry, reflect, etc.) and/or to take action in some way (get involved, find more information, etc.).

Complete these 10 steps and you WILL have a great video to enter into the 2012 competition.

1. **Make the Judges Happy: Know the Rubric – Know the Rules**
2. **Build a Strong Foundation through Preplanning** (using a storyboard, mind map, team log, other visual planning document)
3. **PRESENT your plan** to your coach/instructor **and REVISE** based on comments
4. **Set Your Stage:** organize your materials/equipment for every scene/shot
5. **Production Time!** Follow your planning steps. Follow best practices for filming, special effects, mood lighting, motion, angles, etc. Pay attention to background noise and follow audio best practices
6. **Edit, Add Effects, Add Title and Credits pages, Embed your video and Enter References** on Reference page (read the Rules about Citation/Credits/References)
7. **PRESENT your video** to your peers/coach/instructors
8. **Receive feedback and Edit**
9. **FINAL PRESENTATION** to your program/family/coach/instructors/peers **and Celebrate** your accomplishment!
10. **Submit your completed DigiMedia Site** which includes:
 - a) an Introduction page with your purpose, audience, objectives AND your preplanning/storyboard steps – it also describes challenges and the learning that occurred
 - b) an embedded Video, and
 - c) a Citation/Reference page with active links if applicable (NOTE: no Fair Use allowed; if you use a free use resource such as Creative Commons follow the free use resource rules for citation.)

Now, look at each step with details and tips below.

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

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

The DigiMedia Rubric points are based on:

- **An Introduction Page (10 possible points) includes:**
 1. Clear statements on the topic and purpose of the video, who the audience is, and what you want the audience to learn
 2. A preplanning document (embedded or linked) – such as a storyboard, outline/mindmap, team log or other type of visual planning document – that exhibits careful thought around the chosen topic and the purpose/goal. The preplanning document exhibits evidence that the student(s) are trying to create viewer interest and impact through the development of each scene which can include: a) visual, audio, and action effects, b) shot types/angles/movement, and c) crafted dialogue/narration (if applicable).
Note: these preplanning steps will help to develop a video that engages/compels the viewers' emotionally and/or to take action.
 3. A description of any challenges and how you embraced or tackled those challenges as well as what you learned throughout the process.

- **A DigiMedia Entry Page (the page where you embed your video – 80 possible total points). The video exhibits:**
 1. *Engaging, Original & Quality Content (40 possible points)*
Fair Use is not allowed in DigiMedia. Therefore, originality that illustrates the purpose of the video and provides impact to the viewer is KEY! DigiMedia entries need original concepts, original music, original lyrics, original scripting, and original use of video, etc. in order to do well with the judges. If you use copyright material, you will be **disqualified**. You can, however, use free use resources such as Creative Commons. NOTE: all creative elements are cited so the viewer knows if it is original or from a free use resource. All elements of the content (the composition, script, acting, pace, and transitions) are well thought out and compels the viewer's interest as well as drives a reaction and/or action.
 2. *Quality Video and Audio (40 possible points)*
Video camera techniques such as filming, special effects, mood, lighting, motion, angles, etc. are well planned and executed to emphasize the purpose of the video. In addition, the audio is clear and even without background noise; it is synched with the video; and it is clearly well planned and executed to add impact to the purpose of the video. Of course, both the video and the audio should work well together to enhance timing/pace/impact of the overall message. All these together plus having a beginning, middle, and end provide strong evidence that planning occurred.

- **A Digital Citizenship & Ethical Practice Page – i.e., a Reference Page (10 possible points)**
NEW: References/Citations are required on the Reference page of the DigiMedia Template; they are not required at the end of a video.
 1. Citations must be in a format easily understood; for free use resources (such as Creative Commons), citations must follow the free use resource rules.
 2. Active links are provided for all free use resource citations.
 3. Credits for all participants can be listed at the end of a video. NOTE: Follow Rules with a parental agreement on file for last names if used.
 4. Permission is provided IF APPLICABLE. NOTE: use of copyright or Fair Use = Disqualification.

And DigiMedia Rules that must be followed are (8):

1. Entries are submitted by the deadline
2. Entries use Google Sites with a video embedded on the Video page of their Google site
3. Entries are not longer than 3 minutes, including any Credits at the end. **NEW: References are no longer required at the end of the video BUT they are required within the Reference page of the DigiMedia template.**
4. Entries must be appropriate for students 12 years and above

5. **NEW: For students under 18, a parental permission form must be kept by the program which states that a student's last name can be listed on the entry and the submission form IF last names are on the video or DigiMedia Google Site.**
6. Entries must use the DigiMedia Google Sites template which includes an Introduction page, a Video page, and a Reference page
7. Entries must follow Google Site's Terms of Use
8. Programs must maintain documentation of permission for all identifiable in the video

Step 2: Build a Strong Foundation through Preplanning

1. Decide on a **Topic and the purpose** of your entry
2. Who is the audience?
3. What is interesting about your entry topic?
4. What are the objectives of your entry? (e.g., what do you want the viewer to learn or do)
5. **Provide these answers (1-4) on the Introduction page of your DigiMedia template**
6. Keeping the DigiMedia Rubric in mind, visualize the video from the Beginning, through the Middle, and the End in a way that meets the purpose of your video
7. Keeping the DigiMedia Rubric in mind, outline/storyboard/draw how you would like your entry to proceed, scene-by-scene, shot-by-shot so the purpose of your video is achieved. (See Storyboard resources on our site for more detail). Save your planning steps to a document or digital format that can be attached to the Introduction page.
8. Prepare a list of what you will need to produce your video (e.g., equipment, actors, backdrops, other materials, etc)
9. **Attach your Preplanning document to the Introductory page**
10. Don't forget to think of possible introductions and endings for your entry including, but not limited to, a Title page and a Credit page for all participants
11. Keep a list of References as you plan; **Enter all References/Resources on the Reference page**

Step 3: PRESENT your Plan to your coach/instructor and REVISE your plan based on their comments

Using the steps you took in Step 2 as a guideline:

1. Introduce the Topic and explain:
 - a. Why and how you chose it
 - b. Why you are interested in it
2. Explain how you narrowed the topic for a specific purpose
3. Explain who the audience is
4. State your objectives on what the viewers will learn/do from viewing your entry
5. Explain what you plan to do to impact the viewers to understand and react to the purpose
6. Conclude your Presentation with your next steps (i.e., Set your Stage and Production steps)
7. Ask for feedback, make changes to your planning steps, and attach edited steps to the Introduction page

NOTE: Here is a good resource with 5 simple rules to follow and an example to view: [The Formula for Compelling Video](#) from the [DV Show](#): "Podcasting the Ins and Outs of Digital Video". This formula is good for any type of video: to sell something or to inform or to entertain.

Rule # 1: Keep it Short

Rule # 2: Grab attention within the first 15-30 seconds

Rule # 3: Use compelling graphics, bright colors, various angles and audio to grab and keep attention.

Rule # 4: Inform and demonstrate

Rule # 5: Include a call to action

Step 4: Set your Stage

Using your preplanning steps for scenes, shots, etc. gather, create, organize all materials and equipment you will need, including scripting dialogue, etc.

Step 5: Production Time!

The following elements of production illustrate the composition of your entry. Here is a [link](#) to Useful Video Tutorials which is an excellent resource to understand the terminologies below. Using video techniques as listed below will help create interest in your entry.

Remember: Every element you use should be focused on fulfilling your purpose and objectives!

1. Framing
2. Shot Types
3. Angles
4. Rule of Thirds & 180 Degree Rule
5. Movement
6. Light & Action
7. Audio (test how your audio will sound in specific scenes and make adjustments; avoid background noise!)
8. Don't forget to follow carefully crafted Dialogue/Narrative

Step 6: Edit, Add Effects, Add Title and Credits Pages, Embed your Video, Add References

These are Post-Production steps which are crucial to a winning DigiMedia entry

1. Choose your Video editing software. (See our Resources for a list of free editing software.)
2. Organize all your material (images, music files, narration docs, etc) into a folder on your computer (if you are a team, allocate one main computer for editing).
3. Download/Copy & Paste/Capture & Import footage from your camera(s) onto your computer
4. Import files to your editing software (usually a drag and drop feature)
5. Put the pieces together and Record narration and/or lay down an original music track and/or add simple transitions/effects. Note: remember your time frame for completion; effects can be time consuming, therefore, keeping it simple is often best.
6. Add your title page to the video
7. Credit all participants at the end of your video
8. Save! Save! Save! And, be sure to do so every few minutes.
9. Time your Video; keep it 3 minutes or less or it will not be judged.
10. **Follow our steps to embed your video on the Video page of the DigiMedia template. NOTE: if you want to edit a video that is already embedded on your Google site, you will need to take down the first video and re-embed the correct video.**
11. Finally, enter all References/Resources on the Reference page of the DigiMedia template. (Follow Rules for Citation and References)

Step 7: PRESENT your Video

Presenting your completed video allows you 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. Projected your completed video at the Google site home page.
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 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 video to impact the viewers to understand and react to the purpose
4. NOW, SHOW YOUR VIDEO
 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 video 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.
5. Ask for questions, comments, suggestions. If people do not respond, ask "What did you like best?" "What did you like least?" "Did the video address the purpose and goal?"

Step 8: Receive feedback and Edit

Use all constructive feedback to edit and improve your entry. If feedback is limited, use the resource listed in Step 3, [The Formula for Compelling Video](#) from the [DV Show](#): "Podcasting the Ins and Outs of Digital Video".

Rule # 1: Keep it Short

Rule # 2: Grab attention within the first 15-30 seconds

Rule # 3: Use compelling graphics, bright colors, various angles and audio to grab and keep attention.

Rule # 4: Inform and demonstrate

Rule # 5: Include a call to action

Step 9: FINAL PRESENTATION to your program/family/class and CELEBRATE!

Follow Step 7.

Step 10: Submit Completed DigiMedia Site which includes:

- **An Introduction page** with Purpose, Audience, Objectives AND Preplanning Steps AND a description of any challenges and how you tackled/embraced those challenges
- **A Video entry page** with your embedded video
- **A Reference page** with citation for all resources, active links to resources, etc.



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TRIO Quest 2012

DIGIMEDIA

Storyboard/Preplanning Template

[*DIGIMEDIA Title*]

[DIGIMEDIA URL]

[Program Code]

[Entry Account]

Introduction Page information:

What is your topic?

What is the purpose of your video about your topic?

Who is the audience?

What do you want your viewers to do when they see your video?

(e.g., what do you want them to learn? Or, how do you want them to react? Be sure that this fits with the purpose of your video.)

Scene/Shot Template Pages

The following template pages are to help you plan each Scene and the types of Shots that will move your video toward the goal/purpose for the entry.

NOTE: You may not need to use all the elements listed on the following pages within your Scenes or Shots, but these are elements that you should consider when working toward your purpose/goal.

Be sure to follow the Rubric and the Rules.

NOTE: Your video must be 3:00 OR LESS including your Title and Credits.

Add or Delete Scene/Shot pages as needed

Scene:

VISUAL

Title:

Text:

Captions:

Graphics:

AUDIO

Music:

Sound:

Narration:

Dialogue:

ACTION

Effects:

Transitions:

Animation:

Shot:

Shot Description (Who, What, Where,
When, Why, How)

Dialogue/Narration:

Scene:

VISUAL

Title:

Text:

Captions:

Graphics:

AUDIO

Music:

Sound:

Narration:

Dialogue:

ACTION

Effects:

Transitions:

Animation:

Shot:

Shot Description (Who, What, Where, When, Why, How)

Dialogue/Narration:

Scene:

VISUAL

Title:

Text:

Captions:

Graphics:

AUDIO

Music:

Sound:

Narration:

Dialogue:

ACTION

Effects:

Transitions:

Animation:

Shot:

Shot Description (Who, What, Where, When, Why, How)

Dialogue/Narration:

Scene:

VISUAL

Title:

Text:

Captions:

Graphics:

AUDIO

Music:

Sound:

Narration:

Dialogue:

ACTION

Effects:

Transitions:

Animation:

Shot:

Shot Description (Who, What, Where, When, Why, How)

Dialogue/Narration:

Scene:

VISUAL

Title:

Text:

Captions:

Graphics:

AUDIO

Music:

Sound:

Narration:

Dialogue:

ACTION

Effects:

Transitions:

Animation:

Shot:

Shot Description (Who, What, Where, When, Why, How)

Dialogue/Narration:

Reference Page information:

- List any resources you may have used.

NOTE: ALL resources must be original or from a free use resources such as Creative Commons.

If you use copyright materials, your entry will be disqualified.

- Follow rules of citation for any free use resource.
- Provide an active link to any free use resource.
- Credits for all participants can be listed here but should also be at the end of the video.
- If for some reason you used a resource (that wasn't copyright) that needed permission, list the permission here.

DigiSites 2012 Rubric & Judging Guideline

PROJECT MANAGEMENT – 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

- Includes evidence for pre-planning such as a Team Task Log/List, Storyboard, or other type of Project Management planning list
- The pre-planning represents the team's management steps in choosing the Topic based on significance/uniqueness, as well as visual steps or planning on how to divide tasks and complete the entry to meet the Rubric requirements before the deadline

HOME PAGE – REQUIRED ELEMENTS – 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

- Includes Introduction and describes the significance/uniqueness of the topic
- Includes clear/well-written mission statement, lists intended audience, and compiles compelling/innovative educational objectives
- Contains clear links to Project Management, About Us, and Reference pages

CONTENT PAGES (60 points total)

• Engaging, Original & Quality Content – 20 points

Excellent = 20 points, Good = 16 points, Satisfactory = 12 points, Fair = 8 points, Poor = 4 points

- Site is creative and original in presenting the topic
- **Site presents a majority of original or primary resources**
- **Artwork/images are original**
- **Site presents** very few paraphrases or quotations from secondary sources
- Content is well organized to help reader focus on purpose
- Transitions and edits are smooth and connect to the purpose or theme
- Contains excellent depth of information with inclusion of supporting details and a variety of sources
- Various media enhances the purpose/topic

• Creative Expression Including Media Use – 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

- The structure, color choice, fonts, design, style and layout promote the content/purpose
- Pages are organized to enhance the content/purpose
- The presentation of images, sound, and links enhances the purpose/topic
- Inclusion of digital media enhances the purpose/topic
- Inclusion of digital media elicits further understanding and emotional impact

• Technical Quality – 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

- No broken links are evident
- Navigation is clear, easy to use, inviting
- All media elements function at a high quality level

• Impact Value – 20 points

Excellent = 20 points, Good = 16 points, Satisfactory = 12 points, Fair = 8 points, Poor = 4 points

- This site compels the viewer to want to learn more, ask questions, look for answers, and/or take action
- Topic is educational and worth learning
- Site proactively presents diverse viewpoints with clear differentiation between opinion and fact
- Site intentionally raises awareness and/or presents actions steps

ABOUT US PAGE- 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

- Each team member introduces him/herself and future plans
NOTE: follow Rules with parental agreement for last names
- Each team member carefully illustrates: 1) how they embraced/ tackled challenges, 2) what they learned from any difficulties in the process, and 3) how they might approach future projects based on what they have learned

DIGITAL CITIZENSHIP & ETHICAL PRACTICE PAGE– 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

Reference/Citation/Credits

- All research resources are clearly identified and credited on a Reference page
- In-text references are utilized and linked to the Reference page
- Fair Use or Creative Commons resources are correctly cited **with active links to the resource**
- Permission is provided for copyright materials that require permission
- Sources are credible and verifiable

10 Steps to a Winning DigiSites Entry in 2012

Complete the 10 steps below and you WILL have a great site to enter into the 2012 competition.

1. Make the Judges Happy: **Know the Rubric – Know the Rules**
2. **Build a Strong Foundation with Preplanning** and Content Development
3. **PRESENT Your Plan/Content Development Ideas and REVISE** based on comments
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 – Know the Rules

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

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

- DigiSites' is based on planning and creating educational content **FIRST**, and
- Technical components and Web Design are **SECOND**

You will do this by introducing the readers to a topic that is best understood through diverse or new perspectives. **Good DigiSites topics can include but are not limited to:** 1. a real-world problem, 2. a topic of global interest, or 3. a community topic.

The Rubric is designed to help you create an educational website. Using the DigiSites Rubric, note that:

- **10 points** applies to Project Management/Preplanning
- **10 points** applies to Introducing the topic on the Home page. You will need to describe the topic and why it's important and who the audience is. You will also need to provide a mission statement and what you want the readers to learn. The Home page also contains clear links to the About Us page and the Reference page as well as provides an attachment of your Preplanning document.
- **60 points** applies to the content within the Content pages. All content should enhance the purpose/mission of your site. Critical elements for your content are: 1) it is engaging, original, and of high quality, 2) it contains original and creative media components, as well as good presentation elements to further engage the learning of the viewers, 3) it is technically sound, and 4) it has high impact value. *NOTE: See specific details within the Rubric under Content Pages.*
- **10 points** applies to telling us about you on the About Us page.
- **10 points** applies to being intellectually honest.

NOTE: REVIEW the RUBRIC and REVIEW the RULES often, familiarize yourself with the details under each of these elements, and apply them to your site. Understanding and addressing these elements within your DigiSites entry will make the judges very happy.

Step 2. Build a Strong Foundation with Preplanning and 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 steps 2A, 2B, and 2C below to help you choose a Topic, develop a Mission Statement about the topic, and develop a preplanning document to help you organize information around the topic. Follow these steps and you will have the beginnings of award winning content.

- 2A. Choose an Original Educational Topic to Impact the Reader
- 2B. Develop your Mission Statement
- 2C. Preplanning Content for Maximum Impact (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** that "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 decide whether description, explanation, and/or analysis will work best to present the topic. **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 educational 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 DigiSite 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 that developing 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 DigiSites' 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 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. Preplanning Content for Maximum Impact

BEST ADVICE: Follow your Perfect Topic exercise and Mission Statement in 2A and 2B.

You have completed a Brainstorm activity where you found a great original and/or unique 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 preplanning your content.

Below are possible steps to create a preplanning document.

2C Step 1:

Follow your Mission Statement - it provides all the elements to draft a preplanning document.

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.

2C Step 2:

Based on your Topic development with “Find a Perfect Topic” exercise and from your Mission Statement, PLAN your site. You can outline/mindmap/draw how you want your readers to navigate through your website. *Tip: Pull out the Main Idea, Headings, and Subtopics from “Find a Perfect Topic” and use your Mission Statement to decide on you’re a natural order of pages for viewers to navigate through. Don’t forget to include other pages that are required: Home Page, About Us, and Reference Page. You must save your preplanning steps as a document to attach within your Home page!*

PREPLANNING EXAMPLE

A. Home Page: Changing Current Farming Trends

- a. Introduce the Problem: Current farming trends harm the environment
- b. Provide the Mission Statement (which includes significance of topic, the intended audience, and what type of impact will occur with viewers)
- c. Provide attachment to Preplanning document

B. Major Heading Pages with Supporting Detail Pages:

(For all pages, provide 1) secondary research: background information and facts, and 2) primary research and multimedia: interviews, images, videos, surveys)

- a. Causes of the Problem
 - i. Shipping from great distances
 - ii. Growing Population, Growing Demand
- b. Effects of the Problem
 - i. Energy dependence
 - ii. Pollution
 - iii. Soil depletion and erosion
- c. Solutions to help alleviate the problem
 - i. Grow local foods
 - ii. Buy local foods
 - iii. Get involved
- d. Resources to Help:
 - i. Local Farmers
 - ii. Farmer’s Markets
 - iii. Local Food Distribution Associations

C. About Us Page (follow Rubric and Rules)

D. Reference Page (follow Rubric and Rules)

2C Step 3:

Save your Preplanning document! Attach it within your Home page!

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. Why it interests you
 - ii. How it can incorporate different media elements to present the content
 - iii. How primary research can be a big part of 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 preplanning document 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, etc.
- G. Receive feedback from your coach and peers
- H. Revise your topic, purpose, objectives, the preplanning document, tasks, etc. based on comments

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 your preplanning 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. Use free use Resources such as [Creative Commons](#)

3. 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.

4. 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 parenthetical 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. If you use free use resources, such as Creative Commons, follow their rules for citation.

5. 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.

RESOURCES

[DigiSites Fair Use Guidelines](#)

[Citation Game](#)

[Creative Commons](#)

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 January 2012

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

Now is your chance 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? What are your plans for the future?) Be sure not to put last names for any member under 18 unless your program has parental permission forms on file that states it is OK to have last names.
- B. What did **each person** on your team do to **contribute** to the finished site and how did each contribution apply to the purpose?

You might also include:

- **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”?
- **Discuss 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.

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 and CELEBRATE!



TRIO Quest 2012

DigiSites

Website Planning Worksheet

This worksheet can help you build a solid foundation for your TRIO Quest DIGISITES entry. It will also help you to develop a complete website that meets the Rubric and Rules at high levels.

After deciding your Topic using the “Find a Perfect Topic” worksheet, and developing your Mission Statement, you are ready to plan **content** for your Website. Follow the Rubric and Rules to make sure your Pages will score high with the judges!

Your Website will require the following pages:

- Introduction Page (also known as Welcome or Home page)
- Content Pages (Major Heading and Support Detail Pages - as many as you want to fulfill your purpose)
- About Us Page
- Reference Page

**Please email if you have any questions. tquest@u.washington.edu
The TRIO Quest Support Staff are happy to help!**

Website Planning Worksheet

Use this document to fill in information.

Add or Delete Major Headings and Supporting Details as needed.

Save your completed worksheet and attach on your Website Introduction page.

Introduction Page:

Title:

Introduce the Topic:

List the Mission Statement (your purpose, the intended audience, and the objectives):

Content Pages:

Major Heading # 1 (a heading that supports your topic and purpose):

Supporting Detail # 1:

Supporting Detail # 2:

Supporting Detail # 3:

Major Heading # 2

Supporting Detail # 1:

Supporting Detail # 2:

Supporting Detail # 3:

Major Heading # 3

Supporting Detail # 1:

Supporting Detail # 2:

Supporting Detail # 3:

Major Heading # 4

Supporting Detail # 1:

Supporting Detail # 2:

Supporting Detail # 3:

About Us Page: (follow Rubric and Rules)

Reference Page: (follow Rubric and Rules)

DigiText 2012 Rubric & Judging Guideline

INTRODUCTION & REFLECTION Page – 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

Introduction

- Describes the significance/uniqueness of the topic
- Clearly states the entry's purpose, intended audience, and impact objectives

Creator Reflection

- The creator describes how they embraced/ tackled challenges, what they learned from any difficulties in the process, and how they might approach future projects based on what they have learned

DIGITEXT ENTRY PAGE (80 possible points total)

• Engaging & Original Concept – 20 points

Excellent = 20 points, Good = 16 points, Satisfactory = 12 points, Fair = 8 points, Poor = 4 points

- Concept/Presentation is original and insightful in presenting the theme/purpose
- The idea and focus is exceptionally developed and engages/compels the reader to reflect and/or take action

• Visual Quality – 20 points

Excellent = 20 points, Good = 16 points, Satisfactory = 12 points, Fair = 8 points, Poor = 4 points

- All images/created works are original, from a family album or from free use resource
- Photos/Art are thought provoking and the sequence compels/enhances a greater understanding of the theme/purpose

For Art:

- Excellent visual arrangement to allow the viewer to see the artist's intent and/or to pull the viewer's eye across the piece and settle on the emphasis of the piece

For Photos:

- Effectively and consistently utilizes a range of interesting angles and shots; as well as clear and effective focus between foreground/background to interest the viewer

• Writing Quality – 20 points

Excellent = 20 points, Good = 16 points, Satisfactory = 12 points, Fair = 8 points, Poor = 4 points

- Original title to enhance the purpose
- Captions under each image in order to engage the reader with the purpose/theme
- Control of form and ideas
- Excellent grammar and mechanics
- Effective use of word choice to enhance the purpose/theme
- Effective transitions and connections to support the theme/purpose

• Integrating the Visual and the Writing – 20 points

Excellent = 20 points, Good = 16 points, Satisfactory = 12 points, Fair = 8 points, Poor = 4 points

- Integration of images and text together are very effective
- Integration of images support the synthesis of the theme/purpose

DIGITAL CITIZENSHIP & ETHICAL PRACTICE PAGE – 10 points

Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points

Reference/Citation/Credits

- Claims ownership through a **copyright statement** (examples of a copyright statement are provided)
NOTE: follow Rules with a parental agreement for last names
- Credits are provided for any free use resource with a link to the original resource
- Permission is provided if applicable

10 Steps to a Winning DigiText Entry 2012

Complete these 10 steps and you WILL have a great DigiText entry for the 2012 competition.

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 Revise Revise**
7. **Write Write Write** – Manipulate Images for Effect
8. **Edit, Edit, Edit** – Provide Credits and References
9. **PRESENT** your final DigiText Entry
10. **Submit** your Completed Entry & **CELEBRATE!**

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:

- **An Introduction with Reflection (10 possible points)**
Exhibit careful thought around a topic, and describe to the viewers on the Introduction page the topic's significance/uniqueness, the purpose/goal for your entry, who the audience is, and what you want to capture the viewer's interest. You will also add a description about the process of creating your entry, any challenges you faced and/or what you learned.
- **A DigiText Entry Page(s) (where you provide your text and images - 80 possible points total)**
The entry exhibits:
 - An Engaging & Original Concept/Idea/Theme (20 possible points)
 - Images of High Visual Quality (20 possible points)
 - Writing of High Quality (20 possible points)
 - And High Quality Integration of the Images and Writing (20 possible points)
- **Intellectual Honesty (10 possible points)**
NEW: Claim ownership of your images and writing with a Copyright Statement

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 must be **appropriate** for students 12 years and above.
- **NEW: For students under 18, a parental permission form must be kept by the program which states that a student's last name can be listed on the entry and the submission form IF the last name is used in the entry.**
- **The entry must include:**
 - Document Title
 - Introduction and Reflection
 - Image(s) – minimum of 1, maximum of 10
 - Minimum of 100 words (this is generally meant for poetry; NOTE in order for prose to meet the rubric with high marks, it would generally contain more than 100 words.)
 - Captions under images
 - Copyright Statement and (if applicable) References and Citations
- **All images must be original or copyright free. Fair Use is not allowed for DigiText entries.**

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?
- 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.
- Write an Introduction based on your the work you have done above.

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.studyqs.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 very short 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 what impact (understanding and reaction) you want from the viewer.
- Conclude your Presentation with the steps you plan to take next.
- Ask for comments and make changes based on constructive feedback.

Step 6: Write Write Write

- 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>. Use the Rubric 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.

Step 7: Manipulate Images for Effect

- 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: More Writing: Integrate Visual with Text, more Editing, & **Provide a Copyright Statement**

- Integration of the Visual and the Writing: make sure your images and text are effective TOGETHER in supporting the purpose.
- 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 a Copyright Statement** and References if applicable
Don't miss out on 10 points or be disqualified because you didn't provide a copyright statement and/or references. Remember, you own your images; it's just as important that you protect your images as it is to credit others.

Example Copyright Statements:

© Copyright 2010 [Name], All Rights Reserved.

Copyright © [Name] 2011 All Rights Reserved. No part of this document, images or text may be reproduced without written consent from the author.

©2006-2010 [Name]. Images may not be copied, printed or otherwise disseminated without express written permission of [Name].

Here is an article "5 Simple Steps to Writing Your Copyright Notice" to follow when writing your copyright statement.

<http://ezinearticles.com/?The-5-Simple-Steps-to-Writing-Your-Copyright-Notice&id=1326266>

Step 9: FINAL PRESENTATION

Presenting your completed DigiText entry allows you to show what you've accomplished as well as to present yourself and your 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. How you narrowed the topic for a specific purpose.
 - d. Who the audience is.
 - e. The objectives on what the viewers will learn/do from viewing your entry.
 - f. What you did within the entry to impact understanding and/or evoke a reaction.
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 AND CELEBRATE!