

Common Media Artifact Assignment

Assignment:

Create a multimedia artifact that fulfills a common educational purpose.

1) Select a significant purpose typical of your discipline/grade level.

My name is: _____

My content area/discipline is: _____

The grade level I plan to teach is: _____

The typical educational purpose I will address is: _____

Some examples are:

- Advertise an athletic clinic, club, event, or special program
- Advocate for the value of studying your content area
- Communicate with parents
- Develop materials and resources for parents, school staff, or professional development
- Document the contributions of an individual or program to the school or community
- Fundraise for arts, athletics, clubs, electives, or special programs and events
- Increase enrollment and participation in elective courses, school activities, clubs, or programs
- Inform the community about exceptional students, teachers, programs, or school needs
- Promote a community partnership, professional initiative, resource program, or school activity
- Provide content-related instruction, scaffolding, or tutorials for students
- Recruit parent volunteers
- Etc.

My reason for choosing this purpose is: _____

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2) Identify an optimal multimedia artifact for accomplishing the purpose. • Advertisement • Audio Clip (for instructional or promotional use) • Brochure • Composition • Design • Digital Magazine • Digital Story • Flyer • Interview • Mashup • Meme or Mockumentary (to remind students of a key concept, principle, or rule related to your content area) • Multimedia Presentation • Newsletter • Poster • Public Service Announcement • Science Project • Simulation • Video Clip • Worksheet • Candidate Proposed	3) Explore possible technological tools for creating the artifact. • Audio Editing Tools • Digital Storytelling Tools • Engineering Tools • Graphic Design Tools • Interactive Whiteboards • Mathematical Reasoning Tools • Mobile Devices (Cell phones, iPads, pen tablets, etc.) • Music Authoring Tools • Photo Editing Tools • Presentation Tools • Recording Tools • Scientific Probes • Spreadsheets • Video Editing Tools • Web Authoring Tools • Word Processing Tools • Instructor-Approved Tool
4) Select a tool to create the artifact. The tool(s) I will use: _____ 5) Create the artifact, ensuring it fulfills intended purposes. 6) What have you done to try to evaluate sources for bias and avoid biased portrayals of diverse identities? Why is this important? _____	

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DRAFT Rubric for Evaluating Common Media Artifact

Utah Effective Teaching Standard: Supports content and skill development by using multiple media and technology resources and knows how to evaluate these resources for quality, accuracy, and effectiveness.

EPP Program Learning Outcome: Develop skills in general educational technologies common across disciplines.

Criteria	0 – Not Achieved	1 – Developing	2 – Proficient	3 – Exemplary
Educational Purpose 1. Clearly evident 2. Appropriate to context	Educational purpose is not clearly evident and not appropriate to context .	Educational purpose is either clearly evident or appropriate to context.	Educational purpose is clearly evident and appropriate to context.	Educational purpose is clearly evident, appropriate to context, and shows unusual insight .
Technology Tool 1. Appropriateness of tool 2. Facility with the tool	Selects a tool that is not appropriate for the task .	Applies basic features of an appropriate educational technology, but the tool may not be optimal for the task .	Effectively applies advanced features of an educational technology that works well for the task .	Innovatively applies and/or repurposes advanced features of an appropriate technology in a way that works well for the task .
Media Artifact 1. Addresses educational purpose 2. Professionalism of the artifact (look and feel, copyright, etc)	Marginal quality and does not fully achieve its intended educational purpose.	Reasonable quality and adequately achieves intended educational purpose, but some multimedia elements may distract from message .	Achieves educational purpose in a polished, professional way .	Achieves educational purpose and significantly magnifies and extends impact on audience.
Bias in Media 1. Evaluates sources for biased portrayals of	Does not evaluate sources or the needs of the audience for biased portrayals of diverse identities or	Minimal evaluation of sources or the needs of the audience for biased portrayals of diverse identities but fails to	Thorough evaluation of sources or the needs of the audience for biased portrayals of diverse identities but does not	Uses media sources appropriately or addresses the needs of the audience with attention to bias and provides a critique of

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diverse identities 2. Understands the implications of bias	is unable to demonstrate an understanding of bias.	demonstrate an understanding of the implications of bias.	demonstrate an understanding of the implications of bias.	biased portrayals of diverse identities.
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