

Overview of Evaluating Digital Media Products



These scoring guides were created to extend evaluation of the impact of technology on student performance. They can be used by teachers and students to assess the quality of the student's content understanding and technical skills of communication. Running records that chart student progress over time can provide system evaluation as well as student grades. Student products can also be used as "artifacts" to evaluate technology impact on the system learning goals! Or use them as self-reflective checklists. Processes to accompany these guides were also developed.

Three categories of scoring guides for fourteen types of communication are developmentally aligned with grades 4-6, 6-8 and 9-12. Each type of communication scoring guide has detailed statements to assess for limited, developed and exemplar qualities in digital media products. There are nine traits in each scoring guide which are divided into two parts: Part I: Content Communication and Part II: Craftsmanship of Communication. The number of traits used at any time will depend upon purpose, audience, and the type of technology tools used for each product. These scoring guides, based upon national benchmarks of writing, communications, and design principals, were field-tested with classroom teachers across the nation.

Types of Scoring Guides

<u>Narrative</u>	<u>Information/Expository</u>	<u>Persuasive</u>	<u>Environment(s)</u>
1. Personal expression	4. Summary reports	8. Advertisements	14. Participatory Environment
2. Myths/folk tales	5. Book reports	9. Describe/conclude	
3. Short story	6. How-to directions	10. Analyze/conclude	
	7. Biographies	11. Analyze/persuade	
		12. Compare/contrast	
		13. Cause/effect	

Nine Traits of Student Product Scoring Guides

<u>Part I: Content Communication</u>	<u>Part II: Craftsmanship of Communication</u>
<ul style="list-style-type: none"> - Preparation Process - Content Knowledge - Format/Organization 	<ul style="list-style-type: none"> - Text Communication - Image Communication - Voice/Sound Communication - Design of Communication - Presentation Communication - Interactivity of Communication

Use An Electronic On-line Data Base

All Scoring Guides are posted electronically allowing teachers and students' personal use in their classrooms. Duplication without written permission is prohibited. Users have access to a comprehensive data base of field-tested statements. Select the type of communication and then customize the scoring guide by choosing individual traits. See www.digitales.us.