

Sheridan College

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The Blurred Lines of Racism

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Pitch Assignment Rubric

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Process:

The course which is attached to the project was called, Online News Production, now Digital Solutions Journalism. At the time the course ran for 12 weeks. This particular group of students were in the course in the Winter of 2019. Students spent the first 2 weeks researching a topic of interest and looking for data to support their topic. Week 3 required each student to pitch their story idea to the class. This is the rubric given to students for their pitch assignment:

Data Story Pitch		Mark
Story is an appropriate choice with enough relevant information available to drive a data journalism piece	<ul style="list-style-type: none"> • Story clearly fits requirements of a data story based on info outlined in video assigned as homework ie. accessible data that sheds light on issue relevant to target audience 	2
Written explanation that clearly outlines relevance of story and where data will be mined from	<ul style="list-style-type: none"> • Written portion of assignment should be 2 paragraphs long; first paragraph outlining story focus/source of data, second outlining how story will be presented 	4
Explanation includes two ideas on how information could be visualized ie. map or infographic	<ul style="list-style-type: none"> • Explanation of visualization gives specifics into what will be displayed ie. map highlighting all locations, or map identifying where subjects live etc. 	2
Story pitched to class in 2 minute presentation	<ul style="list-style-type: none"> • Story focus and presentation ideas shared with class clearly and concisely in timeframe allotted • Use of Powerpoint, Prezi, or the tool of your choice for presentation 	2

After all pitches had been heard, the instructors grouped similar topics to include as many ideas as possible.

Students voted on what pitch/topic they wanted to move forward with as a class. After the topic was chosen, the students applied for the various positions available to work on the project. Work was assigned by the Project Coordinator and instructors. However, each student informed the Project Coordinator and instructors on what they could have achieved for the following week. This meant students, aware of work in other courses and commitments outside academia, could realistically manage the work they said they could do. Students were then marked each week on the delivery of their work. This is the weekly progress report rubric:

Progress Report Rubric		Mark
All deadlines met to expectation	<ul style="list-style-type: none"> • Each promised task completed in full ie. If assigned a section of story it is complete with no spelling/grammar issues, if assigned a shoot video is in focus, framed well, cut according to instruction 	3

Clear communication with group re. progress throughout the week	<ul style="list-style-type: none"> • Group members were all updated on progress throughout the week • No issues concerning communication/cooperation with group members 	1
Clear identification of next steps	<ul style="list-style-type: none"> • Identified what steps would be taken next working towards completion of overall project 	1

The students worked on the project for 9 weeks, with the Project Coordinator and instructors working to make final changes to the website for an additional week. The final project was a group mark (rubric below). The final project was published April 11, 2019.

MAJOR GROUP PROJECT		Mark
Reporting	<ul style="list-style-type: none"> • Unique research, original interviews, well documented sources • Variety of storytelling used ie. reporter package, full interviews, podcasts, photo essays, visualizations • Project has natural flow of content 	6
Writing	<ul style="list-style-type: none"> • Stories are well written with a concise lead and clear focus, no errors in grammar, punctuation, or spelling; minimal (if any) editing required to final draft. 	4
Video	<ul style="list-style-type: none"> • Video is well shot (framing, lighting, etc.) with good use of audio ie. nat sound, clips are clear, subjects easily understood • Professional editing ie. no jump cuts, dissolves only where appropriate etc. • Video is posted correctly to site 	4
Visualizations, maps	<ul style="list-style-type: none"> • All visuals help tell the story of the data in a way easily understood by the audience • Visuals show creative strategies used to help tell the story(ies) behind the data 	4
Links	<ul style="list-style-type: none"> • Links to appropriate information/sources throughout project, complete transparency of resources used 	2
Total Marks:		20