

Innovating Success Project:

Phase 3: Creating Digital Content

12th Grade Exhibition: Fall 2018

English 12: Digital Media Deliverable

Driving Questions:

- How can we create digital content that speaks to our passions and interests?
- How does technology enable us to engage in specialized interests and interact with niche communities?

Phase 3 Overview:

For your Exhibition Project, you will be writing and producing digital media content that speaks to a niche audience that you connect with! The content that you create will take the form of a podcast, blog or vlog. In addition to creating original content that speaks to a niche audience, you'll be creating a website that enables you to share your content.

Your website should clearly reflect the passions you have been exploring in College Writing and Design Pathways classes, as well as the branding elements you have been studying in your Psychology class.

Content (ES2): Podcast, Blog and Vlog Posts

Draft Outlines for all two/three posts are due on TurnItIn.com by Friday, Nov. 9th.

PODCAST: *Two Episodes Total*	BLOG *Three Posts Total*	VLOG *Two Videos Total*
<p>Segments: Have 3 planned segments for each episode:</p> <ul style="list-style-type: none"> • <u>Intro:</u> What/who are we listening to? <i>Use your tagline.</i> • <u>Content:</u> plan for 5-8 minutes of content per episode. • <u>Sign-out:</u> What do you leave your audience with? 	<p>Outline: Have a structure planned for each post:</p> <ul style="list-style-type: none"> • <u>Headline:</u> What is the purpose of this post? What's the title? • <u>Content:</u> plan for 250-500 words PLUS at least 2-3 images. • <u>Sign-out:</u> What do you leave your audience with? 	<p>Segments: Have 3 planned segments for each video:</p> <ul style="list-style-type: none"> • <u>Intro:</u> What/who are we watching? <i>Use your tagline.</i> • <u>Content:</u> plan for 5-8 minutes of content per video.. • <u>Sign-out:</u> What do you leave your audience with?
<p>Taglines and Traditions: What consistent elements and language should your audience know and recognize? (ex: <i>callback jokes, recurring segments, running themes, etc.</i>)</p>	<p>Taglines and Traditions: What consistent elements and language should your audience know and recognize? (ex: <i>callback jokes, recurring segments, running themes, etc.</i>)</p>	<p>Taglines and Traditions: What consistent elements and language should your audience know and recognize? (ex: <i>callback jokes, recurring segments, running themes, etc.</i>)</p>

Focus: Keep in mind your point of view / message of significance / a rhetorical purpose. <i>What's your thesis?</i>	Focus: Keep in mind your point of view / message of significance / a rhetorical purpose. <i>What's your thesis?</i>	Focus: Keep in mind your point of view / message of significance / a rhetorical purpose. <i>What's your thesis?</i>
Atmosphere & Tone: What kind of tone and mood are you developing? <i>Think about: music, tone of voice, pacing, background noise, atmosphere</i>	Atmosphere & Tone: What kind of tone and mood are you developing? <i>Think about: images, visuals, narrative voice, pacing</i>	Atmosphere & Tone: What kind of tone and mood are you developing? <i>Think about: visuals, shot framing, music, tone of voice, pacing</i>

Form (ES3): Website and Branding

Fully branded website with logo, “Design Brief” and “About Me” pages due by Fri., 11/9
First full post due on website by Exhibition Night.

OVERVIEW: In order to share your original content, ALL students will need to post their content on a fully branded website. *I highly recommend Weebly, as it is free, easy to use, and has lots of ways to post content from different forms of media!*

Website Requirements: All websites should include the following:

- **Branding Elements:** Your logo, a coherent color scheme, taglines, and other identifiable markers that makes your original content stand out!
- **An “About Me” Section:** Your website should have a page or a section that meaningfully describes you as the author, why you created this content, what your passions are, etc.
- **A “Design Brief” Section:** Your website should have a page or a section that meaningfully describes how you arrived at the branding behind your website and your content; it should include all parts of your
- **Attractive, coherent organization:** The website should be created and organized in order to lead your niche audience through your project deliverables, and to help them understand your focus and purpose. A series of seemingly unconnected pieces, though they may share a similar topic, will not result in a strong website. Grammar, spelling, and word usage will also be a factor in determining this.

NOTE ABOUT PUBLIC CONTENT: If you put content on YouTube, Vimeo, SoundCloud or other public forums, please keep it private for the duration of this project. If you choose to make this public after, that’s your decision to make! ***Please keep all content private!***

Warning: “This is NOT the kind of project that you can wait until the last minute to complete; it will be clear who invested time and energy over the course of the next two weeks! The entire portfolio is quite manageable to complete things on time and meet deadlines. Please take advantage of upcoming peer review sessions to get feedback on your work, and seek my guidance at ANY point if you’re having difficulty on any aspect of your project. I’m here to help!” ---Stoll