FSEM 121A: Life in the Universe: A Cosmic Perspective Fall 2014 Prof. Thomas Balonek

Digital Media Project Feedback

Assessment Criteria

Scientific Content

- **Focus:** *Are the scientific concepts clearly defined and fully explored?*
  The topic and focus of the project should be established early on and a clear focus maintained throughout the video. Transitions between ideas should be clear and easy to follow. At the end, the viewer should be able to recap the main ideas of the project.
- **Breadth:** *Does the project present an adequate introduction to the scientific topic at an appropriate level?*
  The presentation should review and build upon some of the basic material learned in the course.
- **Depth:** *Is the science illustrated at an appropriate depth?*
  The depth of the scientific presentation should go significantly beyond the content covered in the readings and classroom discussions.
- **Accuracy and Presentation:** *Is the science illustrated in the project accurate and clearly explained?*
  The science explored should be clear and understandable to a knowledgeable layperson, regardless of their science background. The content should be "correct." All complex terms and science jargon should be clearly explained. Complex materials should be presented in a clear and concise manner and projected long enough for the viewer to understand their significance.
- **"Teachability":** *Does the project teach something important, interesting, or valuable?*
  Viewers should learn something new about the science concept from the project. They should be able to walk away and "teach" someone something about the science presented.

Creativity & Aesthetics

- **Creativity:** *Does the project capture the essence of the science concepts in an interesting or novel way?*
  Regardless (or in spite) of the complexity of the science, the project should creatively explore the focus of the project. This can be achieved through creative backstories, unconventional filming and editing techniques, sound manipulation, framing, etc.
- **Story:** *Is the "story" of the project clear and supported by the images, audio, narration, etc?*
  The project should have a clear beginning, middle, and end. The images, audio, narration, editing, storyline, etc. should complement the story rather than detract from it.
- **Pacing:** *Does the pacing support the project or detract from it?*
  The rhythm of the words, images, video, and sounds should shape and reinforce the project story. The pace should be quick enough to keep the viewer's attention (short scenes with little white space/noise) but slow enough that the pace does not feel disorienting.
- **Visual Quality:** *Is the project visually interesting and of high quality?*
  All video, images and graphics should be of high quality and match the different parts of the narrative. The project should not have large chunks of grainy video, blurry images, dark scenes, inaudible dialogue, overly loud music, etc.
- **Audio Quality:** *Is the narrative interesting and of high quality?*
  Voice quality should be clear and consistently audible throughout the video. Music should be well coordinated with the images.
- **Enjoyment & Value:** *Is the video interesting <u>and worthwhile</u> to view?*

For each presentation, award either 5 (significantly above expectations), 4 (above expectations), 3 (at level expected), 2 (below expectations), 1 (considerably below expectations) for each of the project criteria. In the space provided, describe a major strength of the project and provide constructive comments for at least one of the areas you mark as needing improvement.

Reviewer (print name): _____

Presentation: #1:

Focus	Breadth	Depth	Accuracy & Presentation	Teach-ability	Creativity	Story	Pacing	Visual Quality	Audio Quality	Enjoyment & Value

Comments:

Presentation: #2:

Focus	Breadth	Depth	Accuracy & Presentation	Teach-ability	Creativity	Story	Pacing	Visual Quality	Audio Quality	Enjoyment & Value

Comments: