

Grading Rubric for 20.219 Becoming the Next Bill Nye, Massachusetts Institute of Technology January 2015 | Developed by Elizabeth Choe & Jaime Goldstein

	Beginning	Developing	Exceptional	Individual's Points	Total Possible Points
Spark	0	5	10		
Are personality and passion evident? (Note that this does not mean adopting a persona wildly more animated than your natural self.) Do you engage your audience?	Exhibits a fact-based/bullet-point mentality. Minimal enthusiasm or interest in topic matter (inaudible or unnatural delivery, textbook-style script, etc..)	Some perceivable creativity and thinking-outside-the-box (integration of an unexpected element in script, variety of shot types used, etc.), work holds attention of audience.	Work exhibits a sense of wonder, joy, or vibrancy (host's body language and delivery is natural yet engaging, script emphasizes shareable fact, visual elements are engaging and deliberate, etc.). Material engages audience in a way that sparks curiosity and retains their attention. Recognizable creative risks taken.		10
Clarity	0	5	10		
Are ideas successfully executed to quality final products?	Material is difficult to understand, see, or hear (overly verbose writing, incohesive storyboard, poor lighting and audio, etc.)	Material is discernable, though issues in cohesive written or visual narrative persist (story element is there but with excessive details, visual pacing is frenzied, camerawork is shaky, etc.).	Material successfully conveys ideas in clear and engaging manner. Script is tight and engaging, clear narrative, production value (good audio, sound, lighting).		10
Thoughtfulness	0	5	10		
Do you demonstrate and understanding of the social and educational contexts of your material?	Material is inappropriate or irrelevant for middle school-level science background audience. Creator is condescending toward audience, no integration of class workshop lessons into materials.	Clear efforts to integrate lessons into material (evident either in material itself or in daily blog reflection). Some care put into designing material that reflects understanding of its digital media context, mostly copying templates set forth by already-existing materials (hosting style directly copying existing YouTube host, for example).	Creator clearly draws upon social and/or educational contexts of audience to engage and educate (wording is appropriate, blogs reflect understanding of the material fits into online video landscape, etc.). Every production decision is deliberate.		10
Challenge	0	5	10		
Have you pushed your audience to grow? Have you done so in the process?	Content of material is of little depth or gimmicky, no growth of creator exhibited in material or blog posts.	Some growth of creator (improvements seen in material from previous iterations, reflections on blog, etc.), but incomplete adoption of feedback (may address only certain points, may not address points to the extend to which feedback specified, etc.). Material is sufficient but audience learns little that is new.	Evidence that creator is stepping outside the comfort zone, clear adoption and successful integration of feedback (addresses all points, blog posts demonstrate understanding of improvement opportunities in previous project iterations, etc.). Material is substantive (contains something not normally found in middle school textbooks, for example).		10

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