

Turner or Burner
Smithfield High School
Smithfield, VA, 23430
(757) 357-3108



Vetted Project: Students read YA novels and created professional critiques for these novels. Students created a functional website (turnerorburner.com), edited, and promoted the website on several social media platforms. Sustainability: Students created a positive outlook on reading in the community. Driving Question: What elements create a good critique? Student Reflection: Students seemed to take pride in the creation of a living, breathing website with their opinions and critiques. However, most students expressed the fact that the website was not interactive for the reader, and would've liked it if outside people were able to leave reviews. Teacher Reflection: Students really took to social media promotion and school-wide promotion. Previous to its release, students contacted friends, publishers, libraries, and school board members in order to raise awareness of the website, and were excited to release the site on its official day. Students seemed to really enjoy the logo creating and website building the best, and found a lot of value in speaking with a professional critic. Lessons Learned: An expert on website building would have helped greatly. - Students need much more time than a month for this sort of project. Teacher Rating: Neutral (3 of 5).

I. Authenticity

Performing: Students guided parents and peers on a virtual tour of the site.

Performing

Realistic Role

Demonstrating

Event

Exhibit / Contest

Marketing / Sales

Producing / Revising

Execute Multiple Drafts

Model or Prototype

Portfolio / Presentation Board

Revise a Product or Service

Test for Quality / Integrity

Presenting

Leverage Media Technologies

Utilize Visuals

II. Media Produced

Computer-Assisted Drawings: Students created their own logos for the site using apps on their phones. Print Media: Promo posters and flyers for SHS building. Artistic Composition: Website construction.

Internet Media

Social Media Page

Website

Digital Content

Digital Arts / Graphics

Computer-based

Multimedia-software Generated

Print Media

Print Advertising

Technical Writing

Article / Script / Essay (Non-fiction)

Interview Questions

Marketing Pitch / Brochure

Physical Drawings & Fine Arts

Logo, Package Art, Trademark Design

III. Challenging Problems

Questions

Self Reflection & Evaluation

Themes

Research-based

Topics: Humans in the World

Consumers & Industry

News, Events & Politics

Topics: Of the Mind

Imaginary Beings & Worlds

IV. Achieved Literacy Skills

Information / Technology

Distinguish Quality Web Content

Master Uses of Technology

Media

Utilize Media Creation Tools

Project / Work

Address Setbacks / Criticism

Balance Various Roles / Responsibilities

Learn / Develop Expertise

Manage Time / Workload

Leadership

Balance Diverse Views

Leverage Strengths of Others
Present a Professional Appearance

I. Parameters & Feasibility

Project Timeframe

5-6 Weeks

Assessment Timeframe

More than a Class Period

of Project Members

Individual

Pair

Small Group

Grade Level

High School (Grades 9-12)

Authentic Audience / Evaluators

Peers

Parents

Teachers & Administrators

Community Members

Consumers / Clients

Special Test Accommodations

Presentation of Materials / Directions

Student Response

Timing / Scheduling

II. Intended Learning Outcomes

Creativity

Brainstorm

Design / Create

Elaborate / Expand

Envision / Invent

Improve / Refine

Communication

Argument / Debate

Business Presentation

Decipher Attitudes / Intentions / Values

Engage Creatively

Point of View

Sales Pitch

Technical Presentation

Collaboration

Assume Shared Responsibility

Develop Trust

Encourage Others

Incorporate Feedback

Respond to Failure

Value Contributions Made by Others

Work with Diverse Teams

Critical Thinking

Assemble Parts of a Whole

Balance / Weigh Alternatives

Persuade

Reflect Critically on Learning

Instilled Citizenship Values

Personal Responsibility

Social Responsibility

III. Success Skills & Depth of Knowledge

Cognitive Demand

Identifying / Remembering

Comprehending / Understanding

Applying

Analyzing

Evaluating

Creating

Social & Emotional Skills

Self-awareness

Self-management

Group-awareness

Group-management

Learning Styles / Intelligences

Interpersonal / Social

Intrapersonal / Introspective

Verbal / Linguistic

Visual / Spatial

Assessment Structures / Resources

Checklists

Graphic Organizers

Interviews / Conferences

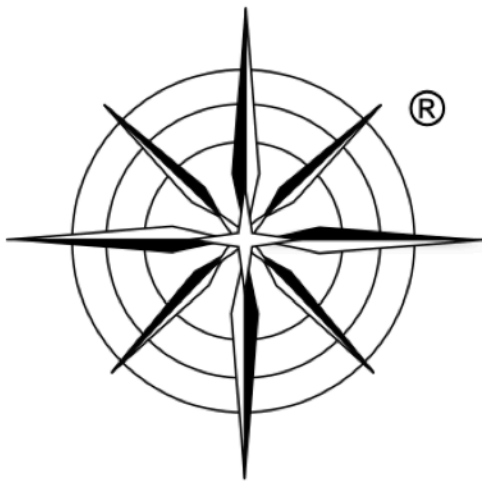
Journals

Portfolios

Rubrics

IV. CTEs & Disciplines

Career & Technical
Advertising, Public Relations & Marketing
Arts & Entertainment
Authorship & Composition
Education
Information Technology
Journalism, Broadcasting & Media
Non-profits & Associations
Printing & Publishing
Communication / Media
Journalism, Broadcasting & Media
Mass Media
Information Technology
Web & Digital Communications
Literary Studies
Literature
Creative Writing



The Navi Compass is a registered trademark of SagePoint Solutions Group LLC.

Disclaimer: For personal use, or under terms of a professional license, with your understanding that we are not engaged in rendering legal, accounting, financial, investment or other professional advice or services. If expert assistance is required, seek services of a professional. For more information, see our Terms of Use and Privacy Policy.

Copyright © 2010-2016 SagePoint Solutions Group LLC. All rights reserved.