

Name:
 Date:
 Journalism—Mr. Martin

“Learning From Others”

Objective: To learn what makes a reputable journalism site work, analyzing everything from the art style to the article topics and all in between. My goal is for you to look at what you like (and would want to integrate into your own site) and what does not appeal to you as a reader. In all, you need to write for readers, so I want you to look at sites that have readers.

Directions:

The Presentation

In a 5-8 minute presentation with visual aides (website demo, powerpoint, etc.) you will analyze and present to your peers:

1. The visual style of the website (art choices, color scheme, formatting, linking, photo layout, etc.). How do these (not) compel the reader? How does it “train” the eye to move about the page? Be specific.
2. The topics covered (the scope, sequence, keep in mind the staff that some of these blogs hold and analyze how much they are writing). How do they develop their topic? How is it organized? How does that work for readers?
3. The article styles (How are they formatted? How does this work for the reader?) Read at least 3 different types articles. Review them and their style. What appeals to you?
4. Anything else that either adds or detracts from your experience as a viewer/reader.

You are going to discuss and present the information you found on the website in a web demo format. You will show the site on the big screen, discuss everything required and how it works within the site to add or detract from the viewing experience. Be sure to be specific and confident in your presentation. This will open up and spark discussion.

Rubric

	4 points	3	2	1
Process Checks	Student completed all check-ins leading up to final assignment due date completely and all time.	1 missing or 1 turned in late/incomplete.	2-3 missing or turned in late/incomplete.	4+ missing or turned in late/incomplete.
Information	Interview completed with audio (if in person or telephone) and typed transcript. Embedded with purpose into presentation.	Missed one criteria	Missed two criteria	Missed three or more criteria.
Visual/Web Demo	Visual shows care. Web demo compelling and informative.	Missed one criteria	Missed two criteria	Missed three or more criteria.
Presentation	Presentation compelling, within the time frame, gives solid and interesting information, and gives personal anecdotes/conversations when applicable.	Missed one criteria	Missed two criteria	Missed three or more criteria.
Deadline	Student prepared and ready to present on scheduled date/time.			Student not prepared and read to present on scheduled date/time.

Total Score x5: /100
Late Penalty: x10 (per class day)