

	Beginning	Developing	Exceptional	Individual's Points	Total Possible Points
Spark	0	5	10		
Are personality and passion evident? (Note that this does not mean being crazier than your natural self.) Does the host engage the audience?	Thinks in bullet-points/lists of facts. Little enthusiasm or interest in topic matter (robotic speech, textbook-style script, etc..)	Some creativity and thinking-outside-the-box, work holds attention of audience.	Work shows a sense of wonder or joy (host's body language and delivery is natural yet engaging, host is enthusiastic about the material, 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, for instance)	Material is understandable, though issues in clarity exist (awkward writing or delivery, 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. Host condescends audience, no integration of class workshop lessons into materials.	Some care put into designing material that reflects understanding of the video medium and audience (hosting style directly copies existing YouTube or TV host, for example). Material is appropriate for middle school science background, though may not be engaging for middle school audience.	Host draws on examples of existing hosts and videos to create an original, solid new work. Material educates and engages audience.		10
Challenge	0	5	10		
Have you pushed your audience to grow? Have you done so in the process?	Audience does not learn anything new from material	Material is sufficient but audience learns little that is new. Host takes minimal creative risks.	Evidence that creator is stepping outside the comfort zone. Material is original (contains something not normally found in middle school textbooks, for example) and teaches new material to audience.		10

MIT OpenCourseWare
<http://ocw.mit.edu>

20.219 Becoming the Next Bill Nye: Writing and Hosting the Educational Show
January IAP 2015

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.