

STLP Digital Project

RUBRIC: KATE *"Be the HERO; STOP the Bullying!"* Project



Feeling safe at school is a widespread issue across our nation's and Kentucky's schools. This year's Kentucky Safe Schools theme is *"Be the HERO; STOP the Bullying."* KATE is working with the Kentucky Center for School Safety to promote their theme across the state and beyond. You will research the theme and produce a digital video that meets the following criteria.

Goal:

- The goal (within the scenario):
 - This year's theme is *"Be the HERO; STOP the Bullying!"* which focuses on everyday heroes, their roles in our lives and how each one of us need to step up and "Be the HERO" when the opportunities arise both in school and in life. **"Honor", "Encourage", "Respect" and "Opportunity"** will be the powerful words emphasized in our campaign to empower students to choose to be a HERO either openly or silently using an online tipline. Being a HERO isn't just a label for a time it's an attitude and a code to live by.
 - Produce a video that corresponds to the Kentucky Safe Schools theme described above.
 - All projects will be shared with the Kentucky Center for School Safety and may be published via their website, social media, your school's YouTube Channel, and/or KATE's YouTube Channel.

Role:

- Your group will:
 - Research and produce a digital video that addresses at least one aspect of the given theme. For more information, check out [The Center for School Safety website](#)

Audience:

- The target audience:
 - These videos will be shared with other Kentucky schools and other students via the Kentucky Safe Schools website, social media, and KATE's YouTube Channel. All language must be appropriate.

Situation:

- You need to:
 - Promote the Kentucky Safe Schools initiative through the ***“Be the HERO; STOP the Bullying!”*** campaign in a positive manner
 - Educate other students in Kentucky or elsewhere on your chosen aspect(s) of the theme

Product/Performance and Purpose:

- Your team will:
 - Create a digital video that targets **at least** one aspect of the theme.

Criteria for Success:

- Your project should:
 - **Meet all copyright rules**
 - Be viewable (and downloadable) from the web
 - Show evidence and documentation of research
 - **Cite your sources correctly**
 - Include a digital storyboard that explains the process and steps used in creating the video
 - This must also be viewable (and downloadable) from the web. PDF files work great!
 - Include only appropriate and accurate content
 - Stand out as unique and original (and hold the viewer’s interest)
 - Evoke change from the viewer and an emotional response
 - Have high sound quality
 - Music should not overpower voices
 - Audio should be clear and easy to hear
 - Include appropriate graphics
 - Any graphics that are not original, must be cited
 - Use fonts that enhance the project and are easily readable
 - Contain no spelling mistakes or grammar errors

What the STLP Coordinator/Coach/Teacher should do:

- Share the rubric with your students
- Assist your students with questions and make suggestions on the quality of their work
- Teach your students how to find Creative Commons pictures
- Advise your students on how to research topics, find appropriate sources, and use correct citations
- Submit your team’s project, including the storyboard, to STLP and KATE by supplying a link where the project files can be viewed and download

What the student group should do:

- Review the rubric
- Select an app or software to use for the project
- Select aspects of the topic to use in your project
- Research the topic
- Create the storyboard
- Collaborate as a team to produce the video
- Turn the product in on time to be considered for judging

How can KATE help?

- Contact Patti DePriest at 270-809-5360 if you have questions or need clarification.
- Contact us if you need ideas of technology apps or websites that can be used for the project.

Graphic from: <http://www.kycss.org>