

# ETT Production Core Rubric - FA06

by ETRA Department

## Assessment

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### Context

As indicated in the Standards Section below, production "selective" courses meet many of the AECT Standards. The projects done in these courses address various aspects of media production, including those addressed in the listed AECT Standards.

### Purpose

This is an assessment of media products developed as you go through the process of design and then create your product, following the design and development guidelines provided in your specific course.

### Criteria

The assessment of each media product is based on the specific criteria list for your course, which you received in class and/or from the course LiveText document.

### Performance Assessment

	<b>Exemplary (exceeds standards)</b> (4 pts)	<b>Target (meets all standards)</b> (3 pts)	<b>Marginal (meets some standards)</b> (2 pts)	<b>Unacceptable (does not meet standards)</b> (1 pt)
<b>Completeness</b> (3, 30%) AECT.INI.2.2.4 AECT.INI.2.3 AECT.INI.2.3.1 AECT.INI.2.3.2 AECT.INI.2.3.3 AECT.INI.2.4 AECT.INI.2.4.1 AECT.INI.2.4.4 AECT.INI.2.4.6 AECT.INI.2.4.7	Adds significant elements beyond all required elements as specified in the assignment.	Contains all required elements as specified in the assignment.	No more than 10% of required elements specified in the assignment are missing.	More than 10% of required elements specified in the assignment are missing.
<b>Technical Accuracy</b> (2, 20%) AECT.INI.1 AECT.INI.1.1 AECT.INI.1.2 AECT.INI.1.2.a AECT.INI.1.2.b AECT.INI.1.2.c AECT.INI.2.0.4 AECT.INI.2.0.5 AECT.INI.2.1.1 AECT.INI.2.1.2 AECT.INI.2.1.3 AECT.INI.2.1.4 AECT.INI.2.2.1 AECT.INI.2.2.2 AECT.INI.2.2.3	All elements specified in the assignment are technically correct AND additional technical features are used.	All elements specified in the assignment are technically correct.	One or two minor technical problems noted.	Three or more technical problems noted.

<b>Instructional Treatment</b> (2, 20%) AECT.INI.1 AECT.INI.1.1 AECT.INI.1.2 AECT.INI.1.2.a AECT.INI.1.2.b AECT.INI.1.2.c AECT.INI.2.0.4 AECT.INI.2.0.5 AECT.INI.2.1.1 AECT.INI.2.1.2 AECT.INI.2.1.3 AECT.INI.2.1.4 AECT.INI.2.2.1 AECT.INI.2.2.2 AECT.INI.2.2.3	Instructional treatment fully follows sound instructional design principles and procedures and exhibits thorough application of theoretical framework.	Instructional treatment fully follows sound instructional design principles and procedures.	No more than two areas of concern related to instructional design	More than two areas of concern related to instructional design
<b>Design Creativity</b> (2, 20%) AECT.INI.1 AECT.INI.1.1 AECT.INI.1.1.3 AECT.INI.1.1.3.a AECT.INI.1.2 AECT.INI.1.2.a AECT.INI.1.2.b AECT.INI.1.2.c	Demonstrates both depth and breadth. highly imaginative.	<ul style="list-style-type: none"> <li>• complete</li> <li>• demonstrates clear understandings of the principles incorporated</li> <li>• applies what has been learned to the project</li> </ul>	<ul style="list-style-type: none"> <li>• minimal effort</li> <li>• minimal original thought</li> <li>• some evidence of application of principles</li> </ul> Product has clear room for improvement	<ul style="list-style-type: none"> <li>• demonstrates only surface understandings.</li> <li>• no evidence of application of principles</li> </ul> Deficient quality in product
<b>Timeliness</b> (1, 10%)	All work is turned in at least 24 hours ahead of the due date and time specified in the course syllabus, or the course management system, whichever is most current	All work is turned in exactly on the due date and time specified in the course syllabus, or the course management system, whichever is most current	Some work is turned in after the due date and time specified in the course syllabus, or the course management system, whichever is most current	Most or all components are turned in after the due date and time specified in the course syllabus, or the course management system, whichever is most current

## Standards

<b>AECT.INI.1</b>	STANDARD -- DESIGN. Candidates demonstrate the knowledge, skills, and dispositions to design conditions for learning by applying principles of instructional systems design, message design, instructional strategies, and learner characteristics. Supporting Explanations:
<b>AECT.INI.1.1</b>	Instructional Systems Design (ISD).
<b>AECT.INI.1.1.3</b>	o Developing: process of authoring and producing the instructional materials.
<b>AECT.INI.1.1.3.a</b>	... PI: Produce instructional materials which require the use of multiple media (e.g., computers, video, projection).
<b>AECT.INI.1.2</b>	Message Design.
<b>AECT.INI.1.2.a</b>	PI: Apply principles of educational psychology, communications theory, and visual literacy to the selection of media for macro- and micro-level design of instruction.
<b>AECT.INI.1.2.b</b>	PI: Apply principles of educational psychology, communications theory, and visual literacy to the development of instructional messages specific

to the learning task.

- AECT.INI.1.2.c** PI: Understand, recognize and apply basic principles of message design in the development of a variety of communications with their learners.
- AECT.INI.2** STANDARD -- DEVELOPMENT. Candidates demonstrate the knowledge, skills, and dispositions to develop instructional materials and experiences using print, audiovisual, computer-based, and integrated technologies. Supporting Explanation:
- AECT.INI.2.0.1** PI: Select appropriate media to produce effective learning environments using technology resources.
- AECT.INI.2.0.2** PI: Use appropriate analog and digital productivity tools to develop instructional and professional products.
- AECT.INI.2.0.3** PI: Apply instructional design principles to select appropriate technological tools for the development of instructional and professional products.
- AECT.INI.2.0.4** PI: Apply appropriate learning and psychological theories to the selection of appropriate technological tools and to the development of instructional and professional products.
- AECT.INI.2.0.7** PI: Contribute to a professional portfolio by developing and selecting a variety of productions for inclusion in the portfolio.
- AECT.INI.2.1.1** PI: Develop instructional and professional products using a variety of technological tools to produce text for communicating information.
- AECT.INI.2.1.3** PI: Use presentation application software to produce presentations and supplementary materials for instructional and professional purposes.
- AECT.INI.2.1.4** PI: Produce instructional and professional products using various aspects of integrated application programs.
- AECT.INI.2.2** Audiovisual Technologies.
- AECT.INI.2.2.1** PI: Apply principles of visual and media literacy for the development and production of instructional and professional materials and products.
- AECT.INI.2.2.2** PI: Apply development techniques such as storyboarding and or scriptwriting to plan for the development of audio/video technologies.
- AECT.INI.2.2.3** PI: Use appropriate video equipment (e.g., camcorders, video editing) to prepare effective instructional and professional products.
- AECT.INI.2.2.4** PI: Use a variety of projection devices with appropriate technology tools to facilitate presentations and instruction.
- AECT.INI.2.3** Computer-Based Technologies
- AECT.INI.2.3.1** PI: Design and produce audio/video instructional materials which use computer-based technologies.
- AECT.INI.2.3.2** PI: Design, produce, and use digital information with computer-based technologies.
- AECT.INI.2.3.3** PI: Use imaging devices (e.g., digital cameras, video cameras, scanners) to produce computer based instructional materials.
- AECT.INI.2.4** Integrated Technologies.

- AECT.INI.2.4.1** PI: Use authoring tools to create effective hypermedia/multimedia instructional materials or products.
- AECT.INI.2.4.4** PI: Use telecommunications tools such as electronic mail and browsing tools for the World Wide Web to develop instructional and professional products.
- AECT.INI.2.4.6** PI: Use writable CD-ROMs to record productions using various technological tools.
- AECT.INI.2.4.7** PI: Use appropriate software for capturing Web pages, audio wave files, and video files for developing off-line presentations.