The "Investicast" Project

Brief Overview: Here it is friends, our first unit of second semester! As always, I'd like to remind you all that the focus of ELA 12 is "Real-World Writing and Literature" so this unit provides us with the opportunity to do just that by creating a popular format of literature: podcasts. During this unit you will collaborate with your peers, conduct research on an issue that has two (or more) sides, and synthesize that information in a podcast you fully script and produce. Ultimately, this unit requires you to evaluate a topic from all angles, as well as to thoroughly investigate all available sources thereby allowing you to continually practice your ability to discern the "objective" truth for yourself.

Here's what you can expect during this unit --

Major Questions Addressed:
- What are the elements of an effective podcast?
- How does one effectively research and articulate both sides, objectively, to a debatable topic?
- How does one effectively synthesize a plethora of sources into one cohesive, organized presentation of information?
- How does one synthesize "multiple truths" into one "objective" truth?
- What is the role and power of language, information, and media in meaning making from podcasts?
- How are human beings "meaning makers" with multimodal literature?

Snapshot of Lessons & Activities:
- Podcast "Taste-Testing"
- Brainstorming Workshops
    - Analysis of Structure and Craft
    - Topic Swim / Story Proposal
- Planning Workshops // Mapping and Outlining
- Recording Workshops
- Group Evaluations
- Workshops -- Annotated Bibliography, Script Writing, Podcast Production

Formative / Check Assessments:
- Brainstorming your Story
- Story Proposal
- Evaluating Sources
- Podcast Outline / Flow Map

Culminating Assessments:
- Annotated Bibliography
- Podcast Script
- Podcast Audio

The Check-Points / Due Dates:
- Thursday 1/16 -- Group Proposal
- Wednesday 1/22-- Story (Topic) Proposal and Planning Documents
- Tuesday 1/28 -- Annotated Bibliography AND Annotated Bibliography Checklists (beginning of class)
- Friday 1/31 (by end of class) -- Script Outline / Flow Map
- Friday 2/7 (by end of class) -- Script and Audio Checklists
- Friday 2/7 (by *beginning of class*) -- The Final Production!!! Podcast Script and Audio
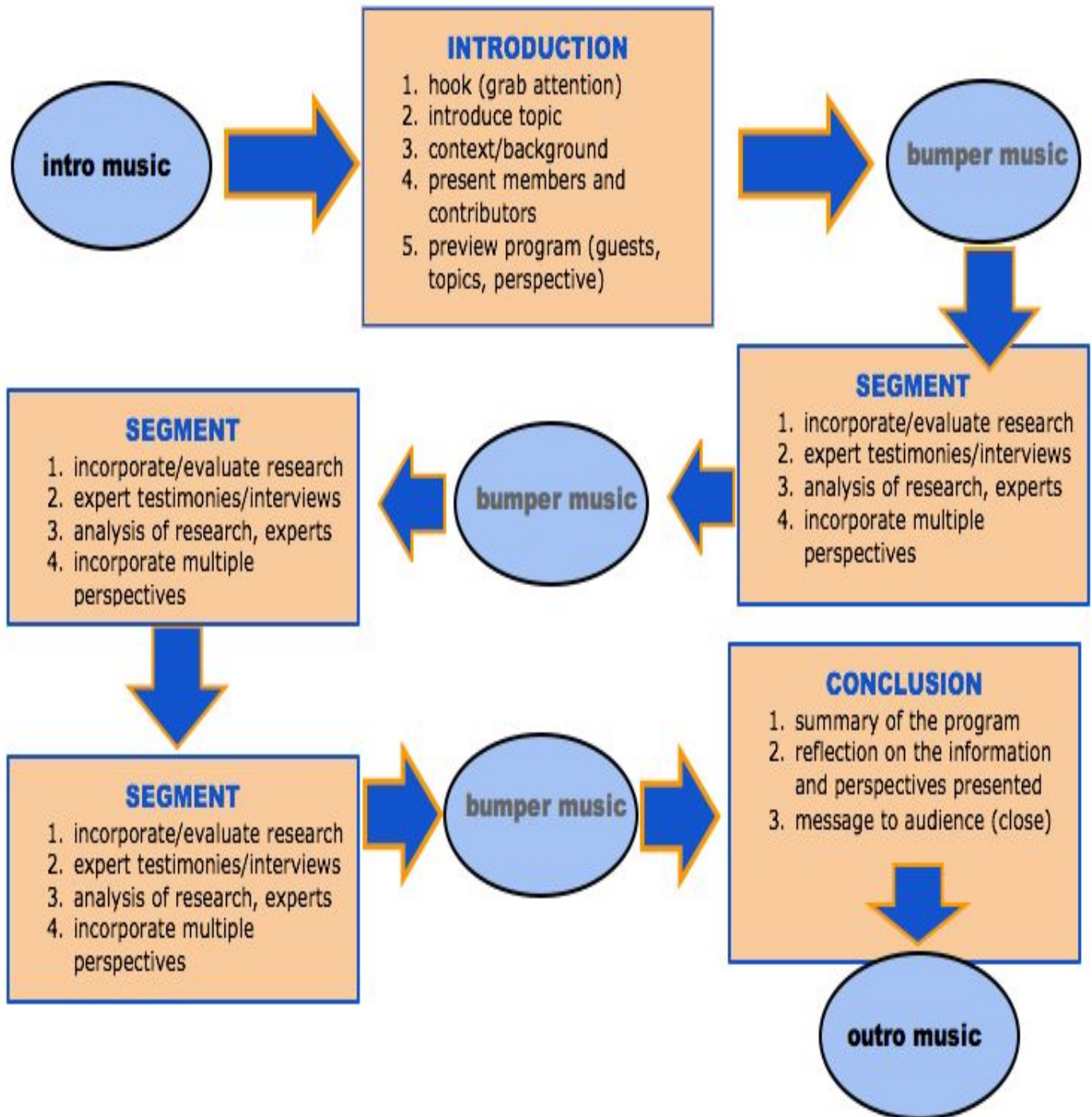
As with our prior units, you can also expect us to continue choice reading throughout the duration of this unit so expect weekly Reading Goals and bi-weekly Reading Reflections.

Unit Calendar:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
JANUARY 12 **Reading Reflection Due by 11:59PM**	JANUARY 13 Reading Lab Monday **Two Hour Reading Goal**	JANUARY 14 Intro to the Unit	JANUARY 15 Intro to the Unit Day Two	JANUARY 16 Brainstorming & Planning Day One **Group Proposal Due (Beginning of Hour)**	JANUARY 17 Brainstorming & Planning Day Two
JANUARY 19	JANUARY 20 No School - Staff PD Day	JANUARY 21 Reading Lab "Monday" **Two Hour Reading Goal**	JANUARY 22 Intro to Annotated Bibliography **Proposal and Planning Documents Due**	JANUARY 23 Research - Annotated Bib. Workshop	JANUARY 24 Research - Annotated Bib. Workshop **Group Evaluation**
JANUARY 26 **Reading Reflection Due by 11:59PM**	JANUARY 27 Reading Lab Monday **Two Hour Reading Goal**	JANUARY 28 Finalize Annotated Bibliography **Annotated Bibliography Due (by 11:59PM)**	JANUARY 29 Script Overview / Outline	JANUARY 30 Production Workshop	JANUARY 31 Production Workshop **Script Outline Due** **Group Evaluation**
FEBRUARY 2	FEBRUARY 3 Reading Lab Monday **Two Hour Reading Goal**	FEBRUARY 4 Production Workshop	FEBRUARY 5 Production Workshop / Finalization	FEBRUARY 6 Production Finalization	FEBRUARY 7 **PODCAST AND SCRIPT DUE!** **SHOWCASE DAY! :)**

Podcast Flow Map - *Checklist*

ENGLISH 12 - INVESTICAST

intro music

INTRODUCTION
1. hook (grab attention)
2. introduce topic
3. context/background
4. present members and contributors
5. preview program (guests, topics, perspective)

bumper music

SEGMENT
1. incorporate/evaluate research
2. expert testimonies/interviews
3. analysis of research, experts
4. incorporate multiple perspectives

bumper music

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bumper music

CONCLUSION
1. summary of the program
2. reflection on the information and perspectives presented
3. message to audience (close)

outro music

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Rubrics

Names of All Group Members:

ANNOTATED BIBLIOGRAPHY RUBRIC (20)			
The Annotated Bibliography should provide a list of sources in MLA format along with a brief summary and evaluation of each source.	Effective **4-5**	Needs work **2-3**	Insufficient **0-1**
Overall format is organized and polished.			
Minimum number of credible/published sources included (5).			
Sources are formatted in MLA style.			
Each source includes paragraph with summary and evaluation.			
Comments and Total Score:			

SCRIPT RUBRIC (60)

The Script is the foundation of the podcast and will be utilized by groups to complete the audio production.	Effective **8-10**	Needs work **4-7**	Insufficient **0-3**
TITLE PAGE Title of podcast, group members listed with their roles			

FORMATTING
Script reflects proper formatting:
   - Transitions indicated
   - Speaker noted, followed by text
   - Tags included to indicate vocal expression, musical interludes			

ORGANIZATION Script reflects basic narrative podcast structure: introduction, main body section with various segments, outro (or conclusion)			

CONTENT - Introduction
Introduction provides:
   - Engaging hook to interest listeners
   - Introduction of topic and presentation of members
   - Preview of the podcast episode (perspectives, research, info)			

CONTENT - Main Segments
Multiple segments are included. Main Segments provide:
   - A specific angle of your topic
   - Research (sources indicated) regarding the topic
   - Objective evaluation of sources
   - Expert testimonies
   - Analysis of sources and expert testimonies
   - Multiple perspectives and evaluation of their merits
   - Order of segments should develop throughout the episode to build on previous segments			

CONTENT - Outro
Script concludes with a definitive outro section. Outro provides:
   - Summary of the topic and perspectives
   - Reflection on the information and views presented
   - Message to audience regarding the topic and/or action			

Comments and Total Score:

PODCAST RUBRIC (50)

The podcast is the finished audio production and is based closely on the script while incorporating elements related to craft and style.	Effective **8-10**	Needs work **4-7**	Insufficient **0-3**
FORMAT Common podcast format is utilized effectively (bumper music, transitions between segments, intro/outro). Podcast follows the traditional map provided (bumper → intro → [bumper → segment → …] → bumper → outro).			
PRODUCTION QUALITY Audio recording is easily audible and demonstrates near-professional editing and producing. Music, vocal recordings, and additional sounds or effects are all utilized effectively.			
CRAFT - Presentation Style and craft match intended audience. Word choice, level of professionalism vs. conversationality, and tone demonstrate understanding of audience.			
CRAFT - Speaking Quality of speaking is engaging and interesting through the use of dynamic qualities such as: - Pacing - Volume - Tone/inflection *NOTE: final product should not sound like a person reading words off a page.*			
GROUP MEMBERS All group members are represented and fulfill roles indicated in the script.			

NOTE: Podcast Length should be 10-25 minutes. A percentage of your grade will be deducted for more or less time.

Comments and Total Score: