

10 Steps to a Winning DigiText Entry 2012

Complete these 10 steps and you WILL have a great DigiText entry for the 2012 competition.

1. **Make the Judges Happy: Know the Rubric – Know the Rules**
2. **Build a Strong Foundation:** Know Your Purpose and Goal
3. **Know the Elements** of Good Writing & Images
4. **Take Images - Write Captions**
5. **PRESENT:** Images – Captions – Purpose – Goals
6. **Revise Revise Revise**
7. **Write Write Write** – Manipulate Images for Effect
8. **Edit, Edit, Edit** – Provide Credits and References
9. **PRESENT** your final DigiText Entry
10. **Submit** your Completed Entry & **CELEBRATE!**

Step 1: Make the Judges Happy: Know the Rubric – Know the Rules

If you want the judges to score high on your DigiText, you must know the Rubric and the Rules.

The purpose of DigiText is to produce an **intellectually honest, well-planned, original, and quality entry** where the images and text work together to engage/compel the viewer emotionally (e.g., laugh, cry, reflect, etc.) and/or to take action in some way (get involved, find more information, etc.).

THEREFORE THE DIGITEXT RUBRIC IS BASED ON:

- **An Introduction with Reflection (10 possible points)**
Exhibit careful thought around a topic, and describe to the viewers on the Introduction page the topic's significance/uniqueness, the purpose/goal for your entry, who the audience is, and what you want to capture the viewer's interest. You will also add a description about the process of creating you entry, any challenges you faced and/or what you learned.
- **A DigiText Entry Page(s) (where you provide your text and images - 80 possible points total)**
The entry exhibits:
 - An Engaging & Original Concept/Idea/Theme (20 possible points)
 - Images of High Visual Quality (20 possible points)
 - Writing of High Quality (20 possible points)
 - And High Quality Integration of the Images and Writing (20 possible points)
- **Intellectual Honesty (10 possible points)**
NEW: Claim ownership of your images and writing with a Copyright Statement

AND RULES THAT MUST BE FOLLOWED ARE:

- Entries are **submitted by the deadline**.
- Entries **use Google Sites** and **follow the DigiText template** to exhibit images/art and text.
- Entries must **be appropriate** for students 12 years and above.
- **NEW: For students under 18, a parental permission form must be kept by the program which states that a student's last name can be listed on the entry and the submission form IF the last name is used in the entry.**
- **The entry must include:**
 - Document Title
 - Introduction and Reflection
 - Image(s) – minimum of 1, maximum of 10
 - Minimum of 100 words (this is generally meant for poetry; NOTE in order for prose to meet the rubric with high marks, it would generally contain more than 100 words.
 - Captions under images
 - Copyright Statement and (if applicable) References and Citations
- **All images must be original or copyright free. Fair Use is not allowed for DigiText entries.**

Step 2: Build a Strong Foundation: Know Your Purpose & Goal for your Entry

- Decide on a Topic, the purpose, and a possible theme for your entry
- Who would the audience be?
- What is interesting about your entry topic/theme/purpose?
- What are the objectives of your entry? (e.g., what do you want the viewer to learn or how do you want them to react? What impact do you want on the reader?)
- What would you like to learn as you develop this entry?
- Visualize the entry from the Beginning, through the Middle, and the End.
- Outline how you would like your entry to proceed using ideas for a beginning, middle, and end.
- Write an Introduction based on your the work you have done above.

Step 3: Know the Elements of Good Writing and Images

- **What are the elements of a good story, research, and/ or poetry?**
 - **Strong stories include** (but are not limited to): exposition, setting, plot, theme, characters, protagonist, antagonist, rising action, climax, resolution, irony, foreshadowing, and flashbacks. *A couple of good resources for writing a strong story is at <http://jerz.setonhill.edu/writing/creative1/shortstory/> and <http://www.womenonwriting.com/40-FE2-BeginningsMiddlesEnds.html>*
 - **Elements of Scientific Research include:** 1) a strong Introduction which includes: a Topic; What you intend to Show/Argue; Why you intend it; and the Significance of the topic illustrated with an interesting example; 2) a Review of Literature (relevant research); 3) a Hypothesis (proposed testable explanation); 4) Methods of testing (what tools you'll use to test your Hypothesis); 5) Discussion (development of your argument based on your findings); 6) a Conclusion; and, 7) References. *A good reference for Research and Following the Scientific Method is at <http://www.studyqs.net/scimethod.htm>*
 - **Elements of Poetry include** (but are not limited to): 1) Rhythm and Meter to bring about emphasis and pauses (common meters are Accentual, Syllabic, Accentual-Syllabic, Quantitative); 2) Line and Stanza (a group of lines in poetry is called a stanza, much like a group of lines in a paragraph); and, 3) other techniques to influence the reading of poetry such a punctuation and repetition (examples of repetition: alliteration, assonance, refrain). *A good reference for basic elements of poetry with other related articles about poetry is <http://www.buzzle.com/articles/basic-elements-of-poetry.html>*
- **What are the elements of a good image/photo?**
 - Angles, Perspective, Composition, Framing, Lighting, Emotions, Details
Good resources for elements of a strong image are <http://anitanowacka.com/blog/2010/07/26/elements-of-a-strong-image/> and <http://www.pixiq.com/article/what-makes-a-strong-photograph> and <http://www.photography.com/articles/taking-photos/five-elements-of-a-great-photograph/> as well as TRIO Quest's Working with Images Resource page at <http://depts.washington.edu/trio/resources/images/>

Step 4: Take Images – WRITE CAPTIONS

- Take images that represent your entry's theme/purpose.
- Take images to produce a beginning, middle, end.
- Write captions and place under each image.
 - Note: It's important for you to write a caption for each of your images that draw attention to something in each image that helps the reader understand the theme or purpose of your entry.
- Captions for DigiText should be a few words or a very short sentence.
- Good captions should allow the reader to get a good understanding of your purpose/theme or the big idea without reading the text itself.

Step 5: PRESENT: Images – Captions – Purpose – Goals

- By projector or poster board, allow the viewers to see your images and captions.
- Introduce the Topic and explain:
 - Why and how you chose it
 - Why you are interested in it
 - What category it fits and why
- Explain how you narrowed the topic for a specific purpose.
- Explain who the audience is.
- State your objectives on what the viewers will learn/do from viewing your entry.
- Explain what impact (understanding and reaction) you want from the viewer.
- Conclude your Presentation with the steps you plan to take next.
- Ask for comments and make changes based on constructive feedback.

Step 6: Write Write Write

- Use all constructive feedback to edit and improve your entry. Remember to plan Beginning, Middle, and End. *Here is a great resource to follow:* <http://www.collectivelens.com/blog/creating-photo-essay>. Use the Rubric to help you get the most points possible for your entry. Your writing should focus on developing your idea in a way that engages/compels readers to reflect and/or to take action.

Step 7: Manipulate Images for Effect

- However you manipulate your images, you must do it so that the images work with the written text, the purpose, and the theme. The images must integrate with the written expression.

Step 8: More Writing: Integrate Visual with Text, more Editing, & **Provide a Copyright Statement**

- Integration of the Visual and the Writing: make sure your images and text are effective TOGETHER in supporting the purpose.
- Edit Edit Edit
Have someone proofread your writing to catch mistakes and to make suggestions. Then, make the changes and have them proofread it again. Repeat this process until your entry meets the Rubric at all levels.
- **Provide a Copyright Statement** and References if applicable
Don't miss out on 10 points or be disqualified because you didn't provide a copyright statement and/or references. Remember, you own your images; it's just as important that you protect your images as it is to credit others.

Example Copyright Statements:

© Copyright 2010 [Name], All Rights Reserved.

Copyright © [Name] 2011 All Rights Reserved. No part of this document, images or text may be reproduced without written consent from the author.

©2006-2010 [Name]. Images may not be copied, printed or otherwise disseminated without express written permission of [Name].

Here is an article "5 Simple Steps to Writing Your Copyright Notice" to follow when writing your copyright statement.

<http://ezinearticles.com/?The-5-Simple-Steps-to-Writing-Your-Copyright-Notice&id=1326266>

Step 9: FINAL PRESENTATION

Presenting your completed DigiText entry allows you to show what you've accomplished as well as to present yourself and your entry in a professional manner.

Here is what you should do: (Note: If you are a team, divided presentation tasks.)

1. Project your completed entry at the first page from your computer.
2. Everyone introduces him/herself and their role in the creation of the entry, OR an Individual introduces his/herself and explains s/he is the sole creator of the entry.
3. Introduce the Topic/Purpose/Theme and explain:
 - a. Why and how you chose it.
 - b. Why you are interested in it.
 - c. How you narrowed the topic for a specific purpose.
 - d. Who the audience is.
 - e. The objectives on what the viewers will learn/do from viewing your entry.
 - f. What you did within the entry to impact understanding and/or evoke a reaction.
4. NOW SHOW your entry. Emphasize the integration of the images and the words and how it works with the purpose/theme.
5. Conclude your presentation by thanking the viewers for their attention.
6. Ask if they have any questions or comments.
7. Go back to the entry segments to address any questions/comments your audience might have
8. End the presentation with another thank you when it appears that the audience has no further questions or comments.

Presentation tips

1. Dress in a nice clothes for a professional appearance (No shorts, t-shirts, halter tops, etc.).
2. Be prepared – know enough about your topic that you can explain what it is you would like to accomplish the most with the topic.
3. Be organized – decide who is going to present points above.
4. Practice – practice your presentation beforehand so that it moves smoothly with transitions between each point and so it fits within any time limitations set by your coach.

Ask for questions, comments, suggestions. If people do not respond, ask "What did you like best?" "What did you like least?" "Did the entry address the purpose and goal?"

Step 10: Submit AND CELEBRATE!