<u>INTG 415</u> - Team "New/Media Literacy" Program Evaluation

Team: <u>Team</u>	<u></u>		Date:	November ,	2014 .
Program:	Users: _		Artifact:		<u>.</u>
Introductory Material:		(10 pts)			
Gaining Attention ar	nd Interest of intended	users.			
• <u>Establishing significa</u>	ance and usefulness o	of the program cor	<u>ntent</u> .		
• Introduction to the a	<u>rtifact</u> .				
Clarity of News/Media Lite	racy Concepts:	(30 points)			
Selection of concept	tual material to presen	<u>nt</u> .			
Accuracy of concept	ts presented.				
Clarity of definitions	and applications of co	oncepts.			
Use of support mater	<u>erial</u> .				
Use of the Artifact:		(15 points)		
<u>Choice of artifact.</u>					
Clarity of how conce	epts apply to the artifac	<u>ct</u> .			
<u>Vividness and memo</u>	ory potential.				
Will users be able to	apply concepts on th	<u>eir own to other a</u>	rtifacts?		
Presentational Values of th	ne Program:	(15 points)			
Visual aspects (font.)	s, graphics photos, etc	<u>c.)</u> .			
Organization/logic o	f the elements of the p	orogram.			
• Elements that encou	urage user engagemei	nt and later use of	the material.		
Effectiveness and Adaptat	ion to Users:	(30 points)			
<u>Can users understat</u>	nd conceptual materia	al without previous	knowledge?		
Does the program e	ffectively "Stand Alone	e" as a learning re.	source?		
Does the Resource	Guide seem to provide	e useful classroon	n extentions?		
Does the Resource	Guide provide approp	riate additional res	sources and referen	<u>ces</u> ?	
		TEAM GRADE:		TOTAL	