IP 102 – *SCIENCE, SOCIETY, AND THE MEDIA* (2019-2020)
Media Production Marksheet

Title:	Date:	Grade:

Group Members:

Delivery (25%):

BEST PRACTICE	***FIRST***	***2:1***	***2:2***	***THIRD***	***FAIL***	***WORST PRACTICE***
Production quality and visual supports						
Visuals are engaging, well-designed, and convey information clearly. Significant effort was made to attend to production aspects.						Visuals are difficult to understand, poorly designed, and hinder the information being conveyed. Little/no effort put into production aspects
Structure						
Production uses time effectively, making time for clear introduction of issues and central problem, allowing sufficient time for analysis/discussion, and a clear conclusion.						Production does not properly introduce topic. Unclear which elements of production constitute group research/analysis. Poor balance of time allotted to each section. Production runs under/over time (<27m. or >33 mins).
Coherence/Flow						
The production has a consistent and logical flow of information. Key points are easy to identify. Themes and topics are appropriately grouped.						Production jumps around and frequently revisits topics. Difficult to understand key points. Strongly contrasting style between group members and little attempt at a coherent group effort.
Verbal Delivery and Presentation						
Delivery is clearly audible and smooth. Strong eye contact and engagement with camera/audience.						Reliance on reading notes from a page. Inaudible delivery. Little eye-contact with camera/audience.

Notes and feedback on delivery:

IP 102 – *SCIENCE, SOCIETY, AND THE MEDIA* (2019-2020)
Media Production Marksheet

Content (75%):

BEST PRACTICE	***FIRST***	***2:1***	***2:2***	***THIRD***	***FAIL***	***WORST PRACTICE***
Identification of key issue, problem, and sub-problems						
Key issue/problem and related sub-problems associated with reflexive relationship between *Science, Society, and the Media* are clearly identified.						Little/no effort made to focus production on issues concerned with *Science, Society, and the Media*. Problem/issue is ill-defined and not adequately articulated.
Relevance						
Production identifies and discusses key ideas, theoretical framework(s), case studies, and newly emerging questions which are most relevant to the problem under discussion. Theoretical framework(s) is/are clearly presented and demonstrated to be appropriate for the topic at hand.						Focus on peripheral issues or case studies that are irrelevant for the problem under discussion. Theoretical frameworks used are inappropriate for this particular question/issue or their relative merits in thinking about this issue are poorly articulated.
Quality of Research						
Clear evidence of wider research conducted and employed by all group members. Good use of real-world case studies. Use of proper bibliography (in slide or description).						Little to no evidence of wider research beyond class readings. Lack of or poorly formatted bibliography. Little or no use of theoretical frameworks.
Critical Analysis						
Sources are judiciously employed and approached with a spirit of critical inquiry. Theoretical frameworks are effectively used to reframe, reconsider, and/or critique sources used.						Sources integrated uncritically and with no reference to theoretical frameworks. Reliance on impulsive/emotional arguments rather than critical thought.
Integration of ideas						
Ideas discussed in class are used as reference/jumping-off points to develop a broader and original approach to the problem.						Little to no reference to themes/ideas discussed in class. Relevant/appropriate ideas discussed in class are ignored and not integrated into the production.

Notes and feedback on content:

IP 102 – *Science, Society, and the Media* (2019-2020)
Media Production Marksheet

Instructor and Marker:
Dr. Bryan Brazeau