Spotlight Media Text

Summative task 1 (Media Studies). NBE3U, Signal and Story, Summative Tasks

Your task

Create a media text that spotlights a contemporary First Nations, Métis or Inuit creator or initiative for a specific audience: a podcast segment (3 to 4 minutes), a short video (2 to 3 minutes), an infographic or a one-page web feature. Use the creator's or organization's own public words, quoted exactly and cited, and at least three reliable sources. Never impersonate anyone, invent quotations, speak for a community, or use sacred images, songs, regalia or ceremonies.

Expectations: E3.1, E3.2, E3.3, E3.4, D3.6, E5.1, E5.2.

Criteria	Level 1 (50–59%)	Level 2 (60–69%)	Level 3 (70–79%)	Level 4 (80–100%)
Knowledge and Understanding Understanding of the creator or initiative and its contribution (E5.1, E5.2)	Demonstrates limited understanding of the creator or initiative and its contribution	Demonstrates some understanding of the creator or initiative and its contribution	Demonstrates considerable understanding of the creator or initiative and its contribution	Demonstrates thorough understanding of the creator or initiative and its contribution
Thinking Planning for topic, purpose, audience and challenges (E3.1, E3.2)	Plans topic, purpose, audience and form with limited effectiveness	Plans topic, purpose, audience and form with some effectiveness	Plans topic, purpose, audience and form with considerable effectiveness	Plans topic, purpose, audience and form with a high degree of effectiveness
Communication Conventions, techniques and presentation features (E3.3, D3.6)	Uses conventions, techniques and presentation features with limited effectiveness	Uses conventions, techniques and presentation features with some effectiveness	Uses conventions, techniques and presentation features with considerable effectiveness	Uses conventions, techniques and presentation features with a high degree of effectiveness
Application Production, accuracy and respectful use of sources (E3.4)	Produces an accurate, respectful, well-sourced text with limited effectiveness	Produces an accurate, respectful, well-sourced text with some effectiveness	Produces an accurate, respectful, well-sourced text with considerable effectiveness	Produces an accurate, respectful, well-sourced text with a high degree of effectiveness

Pairs may submit one media text, with individual production logs and reflections. Accessible versions (captions, transcript, alt text) are encouraged.

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Production Log and Reflection

Summative task 2 (Media Studies and Writing). NBE3U, Signal and Story, Summative Tasks

Your task

Keep a production log from Lesson 9 to Lesson 12: your plan, source log, fact and quote check, test feedback and revisions. Then write a production reflection (250 to 350 words) evaluating the strategies that helped you most, your strengths and areas to grow as a media interpreter and creator, your next steps, and how you represented someone else's work respectfully.

Expectations: E4.1, E4.2, E1.4, E3.1.

Criteria	Level 1 (50–59%)	Level 2 (60–69%)	Level 3 (70–79%)	Level 4 (80–100%)
Knowledge and Understanding Understanding of media forms and the production process	Demonstrates limited understanding of media forms and the production process	Demonstrates some understanding of media forms and the production process	Demonstrates considerable understanding of media forms and the production process	Demonstrates thorough understanding of media forms and the production process
Thinking Evaluation of strategies, strengths and next steps (E4.1)	Evaluates strategies and identifies next steps with limited insight	Evaluates strategies and identifies next steps with some insight	Evaluates strategies and identifies next steps with considerable insight	Evaluates strategies and identifies next steps with a high degree of insight
Communication Clarity and organization of the log and reflection	Communicates the process and reflection with limited clarity	Communicates the process and reflection with some clarity	Communicates the process and reflection with considerable clarity	Communicates the process and reflection with a high degree of clarity
Application Transfer of skills and response to audiences (E4.2, E1.4)	Explains how skills and audience feedback shaped the text with limited effectiveness	Explains how skills and audience feedback shaped the text with some effectiveness	Explains how skills and audience feedback shaped the text with considerable effectiveness	Explains how skills and audience feedback shaped the text with a high degree of effectiveness

Reflections are assessed on process and insight, not on personal disclosure. Levels follow Growing Success (2010).

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