URE 6.2

	Individual Blogs	Group Wikis	Photo-Essays	Podcasts	Digital Stories
Ideas and organization: the main idea and structure of the piece conveyed through text, hypertext, or multimedia elements, often partially determined by the medium in which it is presented	• Posts are titled and tagged appropriately. • References to other sources are hyperlinked and quoted. • Image, audio, and video files are embedded when appropriate.	• Writers work to create pages that are clear and concise, building on the ideas of others as appropriate. • Revisions show show growth over time, incorporating feedback.	• Writers choose images or take their own photographs that show the subject in a unique manner. • The photos are arranged in a manner consistent with the story being told (chronological, focusing inward or outward).	• Given the genre of the podcast, main ideas are presented early enough in the work so as to alert the listener to the topic. • Additional ideas are presented with transitions and, as appropriate, repetition of key ideas.	• Through a combination of spoken voice, background audio and music, and appropriate images and/or video, the story has a compelling theme and clear beginning, middle, and end.
Voice: the persona the writer adopts based on the purpose, audience, and topic	• Writers take a stance appropriate to the topic at hand, moving from personal reflection to more thoughtful analysis on the subject over the course of subsequent blog posts.	• Since the work is written collaboratively, the voice of the piece blends all the coauthors into a coherent whole that has a unified voice and presents the subject in a thorough manner.	• Captions are used judiciously to highlight key elements of the photo. • In capturing different angles on a subject, the photos illustrate it in various ways to show different perspectives.	• Quite literally, the narrator uses her own voice to convey both the words being read and the tone by which they should be interpreted. • Appropriate use of speaking techniques such as inflection, pauses, and repetition should be evident.	• Like a podcast, the digital story literally has the narrator's voice conveying both the story itself and the tone of that story through inflection, pauses, and repetition, as appropriate. Images and transitions contribute to the effect of the spoken voice.

(continues)

FIGURE 6.2

Ideas for applying the six traits to summative assessment of digital writing (continued)

	Individual Blogs	Group Wikis	Photo-Essays	Podcasts	Digital Stories
Word choice, sentence fluency, and conventions: the selection of particular words, sentence structures, and the use of punctuation and grammar for rhetorical effect	• Because this writing is typically presented as an early-draft format, these elements related to more polished writing are not as important as the ideas being expressed, yet the writing must be understandable.	• Given the topic, writers work together to choose appropriate vocabulary and patterns of writing that help blend voices together. • Appropriate vocabulary is chosen for the context of the topic (e.g., literary terminology).	• Because the actual number of written words is small, they are presented well. • Conventional elements of photography including angle, lighting, and focus become an important part of discussing conventions.	• Because this is an audio-only experience, word choice and sentence variety should contribute to the overall effect of the essay. • New terms should be introduced clearly and sentence patterns varied to keep listeners' attention.	• By combining spoken words, written words, and images, the digital story demonstrates a variety of sentence patterns that keep the viewer engaged in the entire multimedia experience.
Presentation or publication: the interaction of content and design for rhetorical effect	• In using the functions of the blog for changing fonts, hyperlinking, and embedding media, the writer makes appropriate decisions about how to balance her own content with that of other effects and sources.	• The final piece is presented as a singular page; sections that have been individually authored follow formatting guidelines and blend together to create a consistent whole.	• As a collection, individual photos and the entire photo-essay evoke a particular mood that conveys an overall effect such as persuading the viewer to take action.	• Combined with background music and sound effects, the narration is compelling and woven together with appropriate pauses to allow for a combined effect on the listener.	• As noted by Porter (2009), the use of media in the digital story "illuminates" the main ideas, thus making it an experience that could not happen with written text alone.