

Welcome!

**The Sprout Fund, on behalf of the Pittsburgh Kids+Creativity Network and Pittsburgh City of Learning, is leading a community-process to explore the potential for digital badges to recognize learning and achievement.**

**Last fall 2014, more than 100 teachers, program managers, subject matter experts, and other practitioners participated in a Working Group process to identify shared competencies, evidence, and learning pathways in the areas of Coding & Gaming, Design & Making, Media Making, Robotics, STEAM, Early Learning, and Career Readiness.**

**Additional feedback was provided by nearly 500 teachers, students, and others that attended the Pittsburgh Learning Pathways Summit on November 21, 2014.**

**To complete this important work, we are seeking your feedback on the final drafts of competencies submitted by each working group.**

**Your contribution to this process will help learning programs in Pittsburgh develop digital badges that match shared learning outcomes the broader community values. As a result, when young people in Pittsburgh earn a digital badge, they can be sure that badge has real meaning and value among local educators and employers.**

**This survey is focused on Media Making. Media Making refers to the main means of mass communication (especially television, radio, newspapers, and the Internet) regarded collectively.**

**The survey will take approximately 30 minutes to complete and please feel free to provide feedback on more than one focus area.**

**As a thank you for your participation, if you provide your name, you will be entered into a drawing for one of 5 newly-released FirefoxOS phones from Mozilla, one of the leaders of the Open Badges movement. Provide your contact information at the end of the survey to enter.**

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In Pittsburgh, we have established a taxonomy of learning competencies that can be encapsulated in 3 types of digital badges:

- **Knowledge** recognizes the fact or condition of knowing or understanding something
- **Skills** demonstrate the ability to do something based on training, experience, or practice
- **Dispositions** show the tendency to act or to think in certain positive ways; “habits of mind.”

The competencies you will review are grouped into these 3 types.

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## Knowledge Competencies for Media Making

**Knowledge refers to information that is gained by the learner as a result of their participation in a learning experience.**

**Please evaluate the following competencies identified by this Working Group.**

### KNOWLEDGE

## Idea Generation

**The learner should know how to formulate an idea or message, vet that idea, and be able to articulate why they made that choice.**

\* 1. Is Idea Generation a necessary media making competency?

Agree

Agree, but revisions needed

Disagree



\* 2. Would you consider Idea Generation a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

## **Storytelling**

The learner should know how to tell an engaging story and be able to identify key concepts that make stories interesting.

\* 3. Is Storytelling a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 4. Would you consider Storytelling a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

## **Research**

The learner should know how to approach a research project and organize information efficiently, including asking and developing appropriate questions for research and knowing how to utilize resources to find their answers.

\* 5. Is Research a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 6. Would you consider Research a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

## **Identify Medium**

The learner should know how to identify the medium that would illicit the desired response as well as reach the intended audience.

\* 7. Is Identify Medium a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 8. Would you consider Identify Medium a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

KNOWLEDGE

## **Promotion**

**The learner should know how to distribute their work via different media avenues such as radio, television, art shows, and festivals.**

\* 9. Is Promotion a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 10. Would you consider Promotion a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

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## Skill Competencies for Media Making

**Skill refers to the *enhanced capacity to perform a task as a result of participation in a learning experience.***

**Please evaluate the following competencies identified by this Working Group.**

SKILL

## **Research**

**The learner should be able to gather content, conduct interviews, and utilize and cite quality sources.**

\* 11. Is Research a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 12. Would you consider Research a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

SKILL

## **Use of Equipment**

**The learner should be able to know the basics of operating and caring for the equipment native to the medium.**

\* 13. Is Use of Equipment a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 14. Would you consider Use of Equipment a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

SKILL

## **Collaboration**

**The learner should be able to amicably work with and along side others.**

\* 15. Is Collaboration a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 16. Would you consider Collaboration a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

SKILL

## **Editing**

**The learner should be able to critically evaluate their own work and alter some aspects to improve it, make it more expressive, better convey a message, or fit within the constraints of the medium.**

\* 17. Is Editing a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

  

\* 18. Would you consider Editing a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

SKILL

## **Critical Literacy**

**The learner should know how to critically engage with a piece of media in order to form an interpretation or position related to the message.**

\* 19. Is Critical Literacy a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

  

\* 20. Would you consider Critical Literacy a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

## Disposition Competencies for Media Making

**Disposition refers a *tendency to act or think in a certain way; habit of mind.***

**Please evaluate the following competencies identified by this Working Group.**

### DISPOSITION

## Peer Mentor

**The learner should exhibit the ability and willingness to pass on knowledge when others need help.**

\* 21. Is Peer Mentor a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 22. Would you consider Peer Mentor a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

### DISPOSITION

## Media Literacy

**The learner should have an understanding of how messages through media are different and can be more powerful than messages delivered through other means.**

\* 23. Is Media Literacy a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 24. Would you consider Media Literacy a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

DISPOSITION

## Critique

The learner should exhibit the ability to identify "critical seeing behind the thinking" of a finished product and be curious about what the artist was thinking as well as the ability to critique constructively the artist's product and be open to constructive criticism of their own product.

\* 25. Is Critique a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 26. Would you consider Critique a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

DISPOSITION

## Media Activist

The learner should exhibit eagerness to express their voice as it relates to their desire to effect social change.

\* 27. Is Media Activist a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 28. Would you consider Media Activist a Beginner, Intermediate, or Advanced competency?

Comments/Suggested Revisions

DISPOSITION

## Identity

The learner should exhibit a change in the way they see themselves in respect to the work they make.



\* 29. Is Identity a necessary media making competency?

Agree

Agree, but revisions needed

Disagree

\* 30. Would you consider Identity a Beginner, Intermediate, or Advanced competency?

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31. How can you use these competencies to inform your work related to digital badges?

32. How would the competencies connect learning experiences in school, out of school, and online? In other words, how can these competencies help develop learning pathways for students?

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**Thank you for completing the Media Making survey! Once you complete the form below, you will be entered in a drawing for 1 of 5 FirefoxOS cell phones. Winners will be notified via email.**

**If you would like to return to remake learning, click this link:[remake learning](#)**

### 33. Contact Information

**Name**

**Company**

**Email**

**Phone**

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[Done](#)