

The Overview

An evaluation of your current Digital Identity and the degree to which it will help you achieve your goals for the future, including a plan of action for how to change and/or develop your Digital Identity to better help you achieve these goals.

The Requirements

Format is your choice of any kind of 6-8 minute presentation (including speech, speech with supporting visuals, short film, etc.).

Content must include:

- What are your goals for the next year, the next five years, and the next ten years? Think in terms of school, employment, career, family, relationships and friendships, and lifestyle (e.g. travel).
- What does your DI currently look like? What impressions might it give the people who view it? Consider not just people who know you well, but also people who are passing acquaintances, who only know you in a professional/educational capacity, and people who only know you from your online presence.
- What should you change about your current DI? Why? When should you attempt this? How long will it take? Consider:
 - What accounts should you open, close, and/or modify?
 - What activity should you begin, end, and/or modify?
- Who are your marketing yourself towards (e.g. university recruiters, scholarship committees, volunteer coordinators, potential employers, future spouse), and with what part(s) of your DI? What impression will your DI likely have on these people?
- Summarize the steps needed to be taken regarding your DI in the next year, the next five years, and the next ten years, in order to help you succeed in your goals.

The Steps

1. *Plan your project:* draft the content you will include. Do some research on the websites and apps you will be mentioning, especially their uses, their audience, their privacy policies, and the possibility of changing and/or deleting profiles and information. Also gather research about what your DI should look like, based on your goals. Come up with a plan to present all this information, including a logical order of information and the visuals to support and illustrate it.
2. *Create your project:* put together the information in your chosen format. Edit and proofread carefully! Remember that supporting visuals should *enhance* the presentation.
3. *Practice your project:* Practice reading your speech or playing your recording (or whatever) in front of someone and get their feedback on how to make it better. Especially ask for feedback on the pacing, usefulness of the visuals, and where to add more detail. Fix as necessary.
4. Hand it in! (Seriously – there’s no point getting to the end but not submitting it.) You need to hand in all your notes and a bibliography before you present, as well as a written copy of your speech.

Name _____

The Timeline

Friday, May 13: Pre-Activity

Monday, May 16 - Thursday, May 19: Work time in the computer lab (the majority of all 5 blocks)

Friday, May 20: Rehearsals (come prepared with all materials)

Tuesday, May 23 - Thursday, May 25: Presentations - everyone should be ready to go on Tuesday!

NO EXTENSIONS WILL BE GIVEN FOR THIS PROJECT.

The Evaluation

	Does Not Meet Expectations (0-1)	Sometimes Meets Expectations (2-3)	Fully Meets Expectations (4-5)	Exceeds Expectations (6)
Content				
All required content is included, accurately and in appropriate depth.				
Information is organized logically, and without unneeded repetition.				
Insight is shown in your understanding of your current digital identity, as well as how it should evolve over time to meet your goals.				
Creativity demonstrated in at least one area of: research, content, organization, presentation of information, and/or supporting materials.				

Writing

Writing and verbal communication is clear and error-free.				
Style is purposeful, creative, and effective. While informality and/or humour may be included, it is clear that you have taken the task seriously.				
Structure is purposeful, polished, and effective. The chosen format suits the task and enhances the delivery of information.				

Speaking/Representation

Voice tone, volume, pace, emphasis and dynamics are appropriate and engaging.				
Body language is appropriate and engaging. Body language and eye contact effectively draw in the audience.				
Structure and delivery of presentation (including supporting audio/visuals) are purposeful, polished, and effective.				
Flair and confidence is obvious; pride in project and effort is evident.				