Bloom's Digital Taxonomy
Publishing - Podcasting Rubric

Bloom's Taxonomic Level: Creating

Relevant Key Words: designing, constructing, planning, producing, making, mixing, remixing, publishing, podcasting, producing

Introduction:

Podcasting is a creative process involving several different components. A successful podcast must be planned and scripted. It requires care and preparation to record and construct. Constructing the cast requires high quality speech, care and effort. (This task does not include uploading or posting the casts to websites as often schools restrict this.)

	Planning	Developing Content	Constructing
1	There is little evidence of planning. A script is not developed or is weak.	Much of the content is directly copied. There is little or no original content. The content is inappropriate or inaccurate. Copy written materials are used without permission.	The podcast shows little care or effort. The quality of the production is poor i.e high or low sound levels, background noise, hiss, sibilance, poor cuts and fades long periods of silence, unbalanced etc. The speech lacks fluency, is punctuated by pauses, hums etc The speed of delivery is too slow or rushed. Music or sound effects are of not of an acceptable quality or are inappropriate.
2	A simple plan is created that covers some of the major points of the development process. A script is developed.	Some of the content is directly copied. The copied material is acknowledge appropriately. There is some original content Copy written materials are used and permission has been sort for its use. Some of the content is inappropriate or inaccurate.	The podcast shows some care and effort is taken. The quality of the production is acceptable with some issues regarding quality i.e high or low sound levels, background noise, hiss, sibilance, poor cuts and fades long periods of silence, unbalanced etc. The speech is fluent but has some pauses, hums etc. The speed of delivery is acceptable. Music or sound effects are of acceptable quality and for the most part appropriate.
3	A plan is created that covers the major points of the development process. A script is developed which contains an acceptable level of detail.	Some elements of the content are quoted. The quoted material is acknowledge appropriately. Much of the content is original. Where copy written materials are used and permission has been sort for its use. The student uses royalty free materials like music. The content is appropriate or accurate.	The podcast shows care and effort. The quality of the production is good with few issues regarding quality i.e high or low sound levels, background noise, hiss, sibilance, poor cuts and fades long periods of silence, unbalanced etc. The speech is fluent and the speed of delivery is acceptable. The podcast is enhanced with sound effects and music or the inclusion of images, files (like PDF files)[enhanced podcast].

	Planning	Developing Content	Constructing
4	A detailed plan is created that covers the development process. A script is developed which contains an acceptable level of detail.	Some elements of the content are quoted. The quoted material is acknowledge appropriately. The majority of the content is original. Where copy written materials are used and permission has been sort for its use. The student uses royalty free materials like music. The student creates or generates his own media. The content is appropriate or accurate.	The podcast shows care and effort. The quality of the production is excellent The speech is fluent and the speed of delivery is acceptable. The podcast is enhanced with high quality and appropriate sound effects and music. Podcasts maybe further enhanced by the inclusion of images, files (like PDF files). Sound effects and music make the podcast more captivating and enjoyable.

Notes:
Podcast – this is audio file containing vocals, music and or sound effects
Enhanced Podcast - this is an audio podcast enhanced by images or files like PDF files.
Vodcast – This is a audiovideo podcast.