

# Design Specs

What to consider when working on any project in GHEnglish 9-10

## *Make it Beautiful*

You can figure this one out. Whatever it is you do, make it meet some standard of beauty. Beautifully comedic, beautifully artistic, beautifully insightful, beautifully critical...

## Make it Relevant

The driving question should be “Ok- so what? Who cares?” Even if the point is “It adds beauty or humor to this otherwise mundane existence”, that’s at least something.

## Make it Poignant

The ~~“to prick, to sting, to pierce”~~, and although its connotations are often negative or sad try to think about how you are going to make a serious impression on your audience...how will you evoke an emotional ~~that’s gonna? Make~~ *things sticky*

## Make it Unique-

Get inspired, perhaps take an idea and repurpose it with your own spin. In doing so you are appropriating ~~high levels of thinking~~ *in the digital age.*

## Make it Transparent:

Whether the project itself is digital or analogue students should share to their peers and the wider public (usually via blogs and Twitter). I hope this shapes your decision-making in the creative process, knowing that your audience will be global and that **you will have “stage time”** for your labour.

# Design Specs Rubric

## *Haroun and the Sea of Stories*

Criteria/Score	Member of the Cult of Bezabar? 5	Resident: Twilight Strip 6	Citizen of Alifbay 7	Surfer on the Sea of Stories 8
Make it Beautiful?	It doesn't seem like you've tried to address issues of beauty and quality.	You've addressed these issues, but at a level that doesn't stand out.	Attractive in whatever way your project most addresses (Comedy, aesthetic, insightful...)	Intriguing, multi-faceted beauty that surprises and delights.
Make it Relevant?	It doesn't seem like you cared to answer the "So What? Who cares?" questions.	Scratching the surface. I'm starting to care, but I'm not sure about what.	I see your point/understand the relevance, and I sense you care, so I do, too.	I'm seeing things differently and understand your project's purpose and importance.
Make it Poignant? Poignant—To sting, to pierce	The project has no significant impression on the audience	I feel a twinge of a sting. I sense an impression.	You've moved me emotionally and made an impression	Your work "stings and pierces" my mind and heart. You have made a lasting, emotional impact.
Make it Unique?	This seems like a rehash... "been there done that."	Somewhat derivative with a few original tweaks.	Your idea is original, or an original rethinking or remixing of existing work.	"Originality is the principal mark of genius." You have remixed, rethought, or conjured up an original, insightful, delightful project

Separate Grade...	0 pts	14 pts	17 pts	19—20pts
Make it Clear? (analysis/written work)	The written explanation/analysis is missing or murky and misses the target.	Predictable and mundane. Lacks strong, original insight.	I see what you mean. Your analysis is strong and interesting even on its own, w/o the project	Thorough and insightful look behind your design choices and why/how the project came to be what it is.

### Extra Credit...

(Make it Transparent?) Start a blog on Blogger and for your first posting, take a photo of your project, upload your project, or link to it.	Write a brief description of the project and reflect on any 3 of the questions from the 40 reflection questions sheet I gave you that you think would interest others in hearing and which you've not thoroughly addressed in the reflection. Make sure you address your reflections to an audience that is wider than PVHS. If someone were to find your blog and never knew you or your school, how could you sell them on what the assignment was, just how cool your project is and how you learned from it.
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Adapted from the work of Amy Burvall at:

<https://amysmooc.wordpress.com/2013/08/29/spec-tacular-going-beyond-the-rubric-the-makes-the-tions-the-promises/>