



## Resources for non-traditional communication assignments

### Press releases Example Assignments and Assessment

Widstrand, C.G., Nordell, K.J., & Ellis, A.B. (2001). Designing and reporting experiments in Chemistry classes using examples from Materials Science: Illustrations of the process and communication of scientific research. *Journal of Chemical Education*, 78(8), 1044–1046.

[-Link to assignment with grading scheme](#)

Young, R. (2016). [A big classroom is no barrier to teaching science writing - lessons from the front line](#). Science Writing Resources for Learning, University of British Columbia.

*-Blog post about press release assignment*

Stamper, R. (2016). [Exploring the translation assignment](#). The English Community, The MacMillan Community.

*-Example assignment, notes on the process*

[Assessment of press release assignment in the public relations writing class](#). iRubric: Sample Rubric, RCampus.

*-Example rubric for press release assignment*

Miller, A. [Evaluating press releases](#). Public Relations Writing, School of Media Arts, Columbia College Chicago.

### Press releases Writing Guidelines and Tips

[How to write a press release](#). Marketing and Student Recruitment, University of Leicester.

*-Tips, templates, examples*

Kross, S. Getting your Science out there: Pitching your story and working with your press office – [Pitch Worksheet and Resources](#). Graduate Studies, UC Davis.

*-3 question worksheet, additional resources on the site, plus other activities*

[Press release guidelines for scientists](#). Hubble Space Telescope, The Hubble European Space Agency Information Centre.

*-Guidelines for writing science press releases*

[UBC Writing and Style Guide](#). University of British Columbia



## Writing Across the Curriculum+ Program

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### Blogs and other social media

#### Example Assignments and Assessment

Everson, M., Gundlach, E., & Miller, J. (2013). Social media and the introductory statistics course. *Computers in Human Behaviour*, 29, A69-A81.

-*Example Twitter assignment and extensive review of literature on uses and challenges for social media assignments*

Leach, J. [Example Science Blog - Postgraduate science communication assignment](#). New Media for Science, University of Queensland.

-*Example blog assignment in a science communication course*

Rubega, M. [Get your students Twittering: Social networking in Ornithology classes](#). Ecology & Evolutionary Biology, University of Connecticut.

-*Slide deck about Twitter assignment*

McClurken, J., & Meloni, J. (2010). "[How are you going to grade this?": Evaluating classroom blogs](#)". The Chronicle of Higher Education.

-*ProfHacker blog posting on blog assessment and the assignment process*

Sample, M. (2012). [A better blogging assignment](#). ProfHacker, The Chronicle of Higher Education.

-*Blog posting with structures, roles, rhythms for blogging in the classroom*

Sample, M. (2010). [A Rubric for Evaluating Student Blogs](#). ProfHacker, The Chronicle of Higher Education.

-*Blog posting with example holistic rubric (0-4 scale)*

Franker, K.A. (2016). [A rubric for evaluating student blogs](#). University of Wisconsin - Stout.

### Blogs and other social media

#### Guidelines and Resources for Educators

Brownstein, E., & Klein, R. (2006). Blogs: Applications in Science Education. *Journal of College Science Teaching*, 35(6), 19-22.

-*Tips, examples of types of blogs and approaches (also a sample rubric for blog comments)*

Novicki, A. (2012). [Blogging in the undergraduate science classroom](#). Centre for Instructional Technology, Duke University.

-*Advice for using blogging in the science classroom*

[Blogs and Discussion Boards](#). Centre for Teaching, Vanderbilt University.

-*Advice for using a blog, including when, why, how, and examples*



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Writing Across the Curriculum+ Program

**Wikis**  
**Example**  
**Assignments and**  
**Assessment**

Redfield, R. (2017). [University of British Columbia/BIOL345 Human Ecology \(Term 2\)](#). Wikipedia: Wiki Ed.  
*-Example of a current course Wiki set-up and Wikipedia resources*

Franker, K.A. (2016). [Wiki Rubric](#). University of Wisconsin - Stout.

**Wikis**  
**Guidelines and**  
**Resources for**  
**Educators**

CTLT. (2016). [Documentation: Teaching with Wikipedia](#). UBC Wiki, University of British Columbia.  
*-Workshop slides, resources, support contacts*

Wiki Education Foundation. (2012). [Instructor Basics: How to use Wikipedia as a teaching tool](#). WikiEdu.  
*-Also see the [WikiEdu For Instructors](#) website and the Wikipedia project page on [Student Assignments](#).*

**Videos and**  
**podcasts**  
**Example**  
**Assignments and**  
**Assessment**

Kuchel, L.J., Stevens, S.K., Wilson, R., & Cokley, J. (2014). A documentary video assignment to enhance learning in large first-year Science classes. *International Journal of Innovation in Science and Mathematics Education*, 22(4), 48-64.  
*-Includes assessment and timeline, design details*

Bartle, E. K., Longnecker, N., & Pegrum, M. (2011). Collaboration, contextualisation and communication using new media: introducing podcasting into an undergraduate chemistry class. *International Journal of Innovation in Science and Mathematics Education*, 19(1), 16-28.

Rawn, C. (2014). [Creative Advertisement Showcase](#). UBC Blogs.  
*-Video as one option for students to share what they learned*

Buddle, C. (2013). [Hear this! Podcasts as an assessment tool in higher education](#). Teaching for Learning, McGill University.  
*-Blog post about podcasting assignment, includes criteria*

Clark, C. (2015). [A grid for evaluating student media](#). NspireD<sup>2</sup>, Kaneb Centre, University of Notre Dame.  
*-Rubric with technical criteria*

Vandervelde, J. (2017). [Video Project Rubric](#). University of Wisconsin - Stout.

[Podcasting Rubrics](#). Academic Commons, The City University of New York.



**Videos and  
podcasts**  
**Guidelines and  
Resources for  
Educators**

Clark, C. (2012). [How to design a digital media assignment](#).  
NspireD<sup>2</sup>, Kaneb Centre, University of Notre Dame.  
*-Best practices and links to resources for educators*

Riddle, R. (2010). 2009 [Video Fellows best practices for video assignments](#). Centre for Instructional Technology, Duke University.

[Digital Media Assignments](#). engage, University of Wisconsin-Madison.  
*-Examples, resources for faculty, including best practices*

Cordulack, E. (2012). [Four mistakes I made when assigning podcasts](#). ProfHacker, The Chronicle of Higher Education.

Watson, G.P.L. (2015). [Considerations for podcasting as a higher education assignment](#).  
*-Blog post with advice and links to resources*