

iMAGiNExpo Contest Educator Overview FINAL

iMAGiNE = Inventors, Musicians, Artists and Authors, Genius Geeks and Gamers, Innovators, Non-Conformists (those who think outside the box), and Entrepreneurs

iMAGiNExpo MISSION:

- iMAGiNExpo seeks to empower student teams to use wide-ranging Common Core* skills—such as research, analysis, creativity, collaboration, critical thinking, providing evidence, and communicating with clarity & authority—to **identify problems/opportunities and to suggest proposals aimed at creatively solving those problems/opportunities**. Therefore, iMAGiNExpo facilitates inquiry-based and project-based learning models. As an official program of NKU Steely Library's IPAC (Intellectual Property Awareness Center), student submissions must respect the intellectual property rights of others, that is, properly cite references and refrain from plagiarism or infringement upon other's intellectual property.
- Supports the newer **S.T.E.A.M.** subject disciplines concept as defined by iMAGiNExpo as noted below.
- Provides a cross-disciplinary, competitive outlet for best student teams to share their inquiry-based and project-based learning research.
- *Supports Framework for 21st Century Skills and Information Literacy.

iMAGiNExpo SPRING 2014 ELIGIBILITY:

- High school students (**grades 9-12**)
- For students under age 18, a parent or guardian must be willing to sign and submit a **permission-to-participate agreement**.
- Student teams of at least **two members, but no more than four members**.
- Student teams can represent any of the **S.T.E.A.M.** disciplines (as defined by iMAGiNExpo:
 - ✓ **Science** (including Health & Medical);
 - ✓ **Technology** (including Engineering);
 - ✓ **Entrepreneurship** (Business and Marketing);
 - ✓ **Arts** (including Fine Arts, Humanities and Social Sciences);
 - ✓ **Mathematics** (including Finance and Economics).

Student Team Assignment: Imagine that you are professionally working in one of the S.T.E.A.M. disciplines. Your employer has assigned you to a special collaborative team project that requires research, analysis, critical thinking, providing evidence, and communicating with clarity and authority to identify problems/opportunities and suggest proposals aimed at creatively solving those problems. Your hypothetical employer expects complete professionalism, including respect for the intellectual property of others such as citing references, as well as an understanding and presentation of some of your own intellectual property rights, e.g. copyrights, trademarks, patents, etc.

The following are merely offered as *examples* of possible research presentation projects in each of the 5 STEAM discipline areas. *Refer to your librarian or teacher for project deadlines.* Students are free to borrow or expand upon these examples, or to identify their own problems/opportunities (feel free to consult with your librarian or teacher):

SCIENCE (including Health and Medical): Your team works for a small, regional Biotech firm. The CEO (Chief Executive Officer) of your company has asked your team to investigate possible treatments for cancer and to submit a 5-year plan for finding a new drug/treatment for at least one specific form of cancer. The firm does not have the finances or personnel to pursue multiple projects. Your team must decide what type of cancer the company should investigate. You know that your team, to make an informed decision, will need to research what types of cancer drugs/treatments are being investigated currently worldwide. Will the type of cancer you choose to investigate be more prevalent in a particular region? Among a certain gender or age group? Why did you choose that type? What are your plans to move forward? Will you pursue a grant? Align your company with a hospital research group?

TECHNOLOGY (including Engineering): Recently, Amazon announced that it was investigating the possibility of using drones to deliver its products to customers' doors. The CEO (Chief Executive Officer) of your mid-sized company has asked your team to investigate the possibility of using drones to pick up materials for its assembly line from suppliers, as well as to deliver your products to its customers. Your team needs to consider all of the possible positive and negative effects of using drones. What complications could arise? Currently, is the technology possible at a reasonable cost? What technological hurdles need to be overcome? How do you align the technology with other challenges, such as liability insurance? The CEO wants your team to recommend whether to proceed or not to proceed.

ENTREPRENEURSHIP (including Business and Marketing): Your team works for a small upstart Webtech company. The company is investigating possible apps for mobile phone customers. The apps cannot be free, and must be able to generate needed revenue streams for this young company. What types of apps are needed nationally, or even internationally? What types of apps have been overdone? Can your app include advertising to augment revenue? Can you identify a niche market that has not been served? Your CEO wants a proposal for the next three years.

ARTS (including Fine Arts, Humanities, and Social Sciences): Your team works for a small regional museum that includes Art, History, and Natural History exhibits, as well as programming (fine arts performances, literary/poetry readings, and lectures). The Director of your museum has asked your team to recommend a new “blockbuster” permanent exhibit, and related programming, that will appeal to a younger audience. The Director has stated that the museum needs to increase ticket sales and memberships in an age group ranging from 16-29 years of age. What will your team recommend in terms of an exhibit and programming? Will it include new technology? Will it be affordable? Will there be a virtual website presence? If so, how do you sell tickets without giving it all away for free online? How will you market the new exhibit and programming?

MATHEMATICS (including Finance and Economics): Your team works for a “thinktank” company. The federal government has awarded a contract to your company to devise a completely redesigned federal financial aid program for college students nationwide. The new program must be affordable for students and the government alike. The federal government is especially concerned about the growing default of students on their college loans, as well as about the rising costs of a college education. Your team’s plan needs to address these issues and to make financial sense. You will need to research such topics as: How much tuition do college students pay annually nationwide? How much financial assistance does the federal government provide? State governments? Private scholarships? Loans? Local grants? What percentage of loans are in default? Your team may decide to use formulas, spreadsheets, pie charts, etc. to illustrate its findings and its recommendations.

- Student teams submit their presentations to their teacher and/or school librarian. Each school (using the attached rubric) selects the top entries of their school for each of the five STEAM subjects to determine the winning representative for each of the STEAM subject discipline categories.
- Each high school’s five winning representative entries (one per each STEAM subject discipline) must include all parental/guardian permission forms to qualify to be judged for the regional iMAGiNExpo level as potential award winners. All student participants must agree to permit iMAGiNExpo to publically display their submitted intellectual works for current and future events and for any scholarly publishing or promotional purposes by event facilitators. Students maintain all intellectual property of their works. Watch the <http://creativethinking.nku.edu/> website for parental permission forms and updates about winners’ award and prizes updates.
- Up to five winning submissions from each high school (one per each STEAM subject discipline) must be entered via email by your school librarian or designated teacher to imaginexpo@gmail.com. Email submissions from students directly will not be accepted. Alternative submission deliveries via postal mail may include a CD-ROM or DVD Standard 1 (US) sent to: John Schlipp, NKU Steely Library, Nunn Drive, Highland Heights, KY 41099. iMAGiNExpo is not responsible for lost,

damaged, or non-functioning entries. Media mailed to iMAGiNExpo will not be returned. Always send a copy of the digital presentations, not the master work or the only CD or DVD. Test each digital presentation on multiple devices to assure playback on other devices. **Deadline for each school's representative entry for each STEAM discipline is March 31, 2014.** If more than one entry (for the same subject discipline) is submitted from the same high school, those entries will be returned to the school librarian or teacher for them to determine the winning representative of that STEAM subject discipline for their school. Then that determined finalist presentation should be resubmitted within one week to qualify for the regional iMAGiNExpo competition.

- Student teams should describe their project in an **electronic format of their choice** (choose **one**):
 - Documentary;
 - PowerPoint or *Prezi*;
 - Video-recorded experiment or demonstration;
 - Video-recorded new product or invention;
 - Video-recorded theatrical performance;
 - Video-recorded musical performance;
 - Video-recorded poem or story;
 - Short animated feature;
 - Computer video game;
 - E-book, such as a graphic novelette.

- Student teams' *imagine_factory* creative/innovative team's project work must utilize one of the following digital formats: **flv, asf, qt, mov, mpg, avi, wmv, mp4, 3gp, rm, or m4v**. **Presentation running time must run at least 5 minutes and not exceed 8 minutes.**

- All works should be the original works of the students. Parents, teachers, and others may inspire students but should not do the work for the students. If students are presenting their own mash-ups or Fair Use portions of others, please refer to the following Fair Use background sites to assure that your use is indeed Fair Use and not an infringement:
<http://ipac.nku.edu/worksofothers/fairuse.html>
<http://www.ismf.net/resources/fairuse/>
<http://www.cmsimpact.org/fair-use/related-materials/codes/fair-use-codes-best-practices>

IMPORTANT NOTE: The iMAGiNExpo judges and event facilitators reserve the right not to award to those submissions that potentially violate copyright infringement or lack credit attributions for the use of others' intellectual works.

- Remember to include a title page or title prompt at the beginning of each presentation or creative work with a project title, school name, and student team names of all participants (no more than 4 students per team submission). This title page information ensures that iMAGiNExpo can provide certificates and prizes to all student producers of award-winning digital media projects. More detailed credits, for example evidence supporting sources utilized for content presented, should be posted at the end of your presentation or creative work.
- The iMAGiNExpo judges, composed of representatives of NKU and regional partners, e.g. Public Library of Cincinnati & Hamilton County, will use the attached rubric to award one regional winner for each STEAM discipline. Judges cannot be an employee of any P-12 school or immediate family member of contestants. Priority is given to judges who are not employed by any P-12 school. Judging should be completed by late-April, with public announcement of winners at the iMAGiNExpo event in May. All winning teams will be notified in advance so they are able to plan to attend to receive their recognition awards and prizes at the event. Up to five regional entries will be awarded. The winning presentations will be displayed electronically at the iMAGiNExpo event. The winning entries could be uploaded to NKU's designated website after the event.

NOTICE: The iMAGiNExpo facilitators reserve the right to change and revise this project entry guideline form as needed for the greater good of the event. See <http://creativethinking.nku.edu/teachersguide/imaginexpo.html> for latest information.

Student group presentation rubric follows on the final page of this document.

For other details about iMAGiNExpo, contact John Schlipp @ schlippi1@nku.edu.

JCS 10 February 2014

iMAGiNExpo RUBRIC (of 100 points) tied to CCSS

School:
Teacher/School Librarian:
Group Members:
STEAM Subject Discipline:

<p>Creativity and Innovation 30 Points (10 pts. each):</p> <p>1) Defines the overall team project in an original manner. 2) Explores related questions and/or problems associated with the team project. 3) Presents the team project in a creative/innovative electronic format.</p> <p>CCSS.ELA-Literacy.WHST.11-12.7 CCSA.ELA-Literacy.RH.11-12.7</p>	<p>Critical Thinking 20 Points (10 pts. each):</p> <p>1) Analyzes and synthesizes research/information related to the team presentation project. 2) Evaluates information competently and logically, using appropriate examples.</p> <p>CCSS.ELA-Literacy.WHST.11-12.7 CCSS.ELA-Literacy.RH.11-12.9 CCSS.ELA-Literacy.RST.11-12.2 CCSS.ELA-Literacy.RST.11-12.3 CCSS.ELA-Literacy.RST.11-12.7 CCSA.ELA-Literacy.RH.11-12.7</p>	<p>Communication and Collaboration 30 Points (10pts. each):</p> <p>1) Understands their audience. 2) Communicates the team project with clarity and authority. 3) Exhibits proper grammar/word choice/spelling/pronunciation.</p> <p>CCSS.ELA-Literacy.WHST.11-12.9 CCSS.ELA-Literacy.RST.11-12.3 CCSS.ELA-Literacy.RST.11-12.9</p>	<p>Evidence and Intellectual Property 20 Points (10 pts. each):</p> <p>1) Identifies sources of information (e.g. list of sources used). 2) Exhibits fair use portions of others' copyrighted and/or trademarked works, properly cited.</p> <p>CCSS.ELA-Literacy.RH.11-12.1 CCSS.ELA-Literacy.WHST.11-12.8 CCSS.ELA-Literacy.RST.11-12.1</p>
<p>Notes</p>			