



**Webmaker
Badges**

Strategy and Roadmap



Building a **web literate planet** one skill (and badge!) at a time.

objective #1

Build the **web literacy standard.**



EXPLORING	CREATING	CONNECTING	PROTECTING
BEGINNER			
Browser basics <i>(e.g. URLs, copy/paste)</i>	HTML basics <i>(e.g. adding images, linking)</i>	Participation <i>(e.g. etiquette, curation)</i>	Privacy <i>(e.g. cookies, privacy controls)</i>
Search engine basics <i>(e.g. keyword search, filtering)</i>	CSS basics <i>(e.g. fonts, positioning)</i>	Collaboration <i>(e.g. co-creation, wikis)</i>	Security basics <i>(e.g. HTTPS, password management)</i>
Web mechanics <i>(e.g. view source, hyperlinks)</i>	Web design basics <i>(e.g. affordances of the web, designing for audiences)</i>	Sharing <i>(e.g. social networks, embedding)</i>	Rights online <i>(e.g. copyright, open licensing)</i>
INTERMEDIATE			
Browser skills <i>(e.g. cookie management, add-ons)</i>	Javascript basics <i>(e.g. programming basics, javascript syntax)</i>	Contributing to web communities <i>(e.g. distributed working, collaborative curation)</i>	Identity <i>(e.g. personal information curation, tracking management)</i>
Credibility <i>(e.g. trustworthiness of websites, evaluating information)</i>	Advanced web design <i>(e.g. responsive design, accessibility)</i>	Storytelling <i>(e.g. multimedia, augmentation)</i>	Security & encryption <i>(e.g. data protection, basic encryption)</i>
Remixing <i>(e.g. mashups, hackable games)</i>	Infrastructure <i>(e.g. hosting, domains)</i>	Open practices <i>(e.g. open standards, open source)</i>	Legalese on the web <i>(e.g. privacy policies, terms of service agreements)</i>

Build the **web literacy standard**.

Product view.

*Co-creating and maintaining with
partners - accountability.*

Alignment = main ask or in for partners.



badge

```
{
  "recipient": "bimmy@example.com",
  "evidence": "/badges/html5-basic/bimmy",
  "expires": "2013-06-01",
  "issued_on": "2011-06-01",
  "badge": {
    "version": "0.5.0",
    "name": "HTML5 Fundamental",
    "image": "/img/html5-basic.png",
    "description": "Knows the difference between a",
    "criteria": "/badges/html5-basic",
    "issuer": {
      "origin": "http://p2pu.org",
      "name": "P2PU",
      "org": "School of Webcraft",
      "contact": "admin@p2pu.org"
    }
  }
}
```

+ Standards Alignment URL

objective #2



Launch **more badges.**

More skills.

covering entire web literacy stack by end of 2013

More types.

peer badges, Mozilla badges

objective #3

Build **assessment pathways.**

Self, Peer, Expert, Automated

Pledging for badges, rubrics

*Assessor community and incentives,
mentorship, etc.*



objective #4



Launch the **New Backpack**.

Goal setting / dashboards.

Learning discovery.

Mentorship, community.

2013 success

1. Launch **the learning standard** for web literacy.
2. Get **partners to align** with that standard.
3. Offer **learning pathways** (and badges!) for all of the skills.
4. **Gazillions** of people earning webmaker badges.
5. **Mozilla** at center - come back for assessments, social, etc.

how to get there

Q1

1. Web literacy standard kick off
 - webinar in early Feb
 - summit in March
 - formally launch standard
2. Early prep / prototypes for more badges
 - identify skills for the next round of web lit badges
 - Mozilla badges: web stewards pilot

how to get there

Q2

1. Launch second wave of web lit badges
 - wider set of skills
 - covering things we're teaching already
 - more soft skills, illustrate the 'literacy'
2. Launch peer assessment functionality
 - pledging, assessing/rating, awarding
3. Continued standard iteration and partner recruitment
 - Mozilla as an endorser

how to get there

Q3

1. WebmakerX badge integration
 - seamless experience across Webmaker
 - additional badges
2. Launch larger Mozilla badge system
3. First prototypes of the assessment pathways

how to get there

Q4

1. Launch full set of web lit badges covering all the skills
 - including Mozilla Webmaker badges, as well as partners'
2. Launch Dashboard / New Backpack
3. Launch assessment pathways



The end...or just **the beginning?!**